

# COUNCIL OF SALES LEADERSHIP

2016 SALES CONSULTANT GUIDE





Welcome to the 2016 Honda Council of Sales Leadership program!

The Honda Council of Sales Leadership (COSL) program is designed to help steer your progress and recognize your achievements as you reach for new levels of sales excellence. Membership in this exclusive group – along with its attendant rewards – can be yours when you excel in attaining the program standards in sales volume, training, and customer treatment. These are the critical success factors in your development as a sales professional representing the Honda brand. These are the foundations on which you can build your career and establish strong and lasting customer relationships.

You have the power to create your future and reach your career goals. Use the COSL program and all available training to guide you in delivering the unique customer buying experiences that will help propel you to success. Commit yourself today to owning and exceeding the program benchmarks, and you will enjoy all the rewards that come with Council of Sales Leadership membership. Make 2016 your best year ever!

Regards,

*Sam Stockinger*

Sam Stockinger  
Manager, Sales Training  
American Honda Motor Co., Inc.



## How Can We Find You?

Register your email address, and complete your profile at **COSL.ProgramHQ.com** to ensure you receive the latest program information.

Membership level sales objectives and dealership volume-group assignment can be viewed on the **COSL program website's Home page.**

# Mapping Your Success

## What's New in 2016?

- A Platinum level to recognize elite sales performance
- The Sales & Delivery score now derived from the Honda Sales Experience (HSE) Survey and calculated based on customer responses to a select number of questions relevant to Sales Consultant performance
- A revamped website to easily view progress, awards, and program information
- The elimination of the Top 100 special recognition

## How You Qualify for COSL Membership

The Council of Sales Leadership recognizes and honors those sales professionals who push their limits and exceed expectations in critical aspects of performance. Sales Consultants are measured on three key criteria: sales, customer satisfaction, and training. Recognition as a COSL member marks you as a Sales Consultant who cares and goes to great lengths to satisfy customers.

### *Sales*

To qualify for COSL recognition at the Silver, Gold, or Platinum membership level, you must meet the respective sales objective for your dealership's volume group. (Your dealership's average annual new-vehicle sales volume for 2014 and 2015 determines its assignment to one of three groups.) You receive sales credits toward the objectives, as follows:

- New-vehicle sale = 1 credit
- Honda Certified Pre-Owned Vehicle (HCPV) sale = 1 credit

*Note: Your total number of sales credits received from Honda Certified Pre-Owned Vehicle sales cannot exceed your total number of sales credits received for new-vehicle sales.*



### *Customer Satisfaction*

Customer satisfaction is key to creating and sustaining customer loyalty and ultimately attaining success. The Sales & Delivery score is based on customer responses to select questions regarding Sales Consultant performance from the new Honda Sales Experience Survey. To qualify for COSL membership, your score must meet the 2016 national standard. (More information about the questions from which your score is derived and the 2016 national standard is forthcoming.)

### *Training*

Product knowledge and professional selling skills are imperative to your successful sales career and instrumental to creating a unique customer experience, reinforcing the Honda way of doing business. To qualify for awards, you must complete these training requirements by year-end:

#### **Honda Professional Selling Skills**

- All web-based skills courses must be completed within 60 days of availability.
- Sales Consultant must achieve a score of 80 percent or higher.

#### **Honda Product Knowledge**

- All product-knowledge, web-based courses must be completed within 60 days of availability.
- Sales Consultant must achieve a score of 80 percent or higher.

All training courses are available in the INTERACTIVE NETWORK (iN). Be sure to visit the site often to keep track of your progress on required courses.

### **What does the COSL website provide?**

- Dashboard of your current performance
- Program rules, news, and alerts
- Extensive FAQs
- Library of resources
- Award information

Don't forget to check the COSL website often at **COSL.ProgramHQ.com** to track your progress toward earning exclusive membership!



## Reach for COSL Distinction

- **Silver** – Achieve the Silver level year-end sales volume objective.
- **Gold** – Reach the Gold level year-end sales volume objective.
- **Gold Master** – Attain Gold level membership three times, including the current year, at the same dealership. (Years do not have to be consecutive.)
- **Platinum** – Realize the Platinum level year-end sales volume objective.

## Membership Levels and Awards

Honda is proud to recognize and reward those Sales Consultants who shine in delivering outstanding service, performance, and commitment to their customers. Sales Consultants are eligible for awards at established levels by achieving designated sales volume objectives, completing all required training, and attaining the Sales & Delivery score national standard at year-end.

### Silver Membership

- 300 base award dollars on a Honda Reward Card
- 1,000 Silver level business cards
- Personalized Silver level plaque
- Membership bonus opportunity
- COSL apparel

### Gold Membership

- 600 base award dollars on a Honda Reward Card
- 1,500 Gold level business cards
- Personalized Gold level plaque
- Membership bonus opportunity
- COSL apparel
- COSL zone recognition banquet invitation for two, including an overnight hotel stay

### Gold Master Membership

- 750 base award dollars on a Honda Reward Card
- 1,500 Gold Master level business cards
- Personalized Gold Master level plaque or year medallion
- Membership bonus opportunity
- COSL apparel
- COSL zone recognition banquet invitation for two, including an overnight hotel stay

### Platinum Membership

- 1,000 base award dollars on a Honda Reward Card
- 1,500 Platinum level business cards
- Personalized Platinum level plaque
- Membership bonus opportunity
- COSL apparel
- COSL zone recognition banquet invitation for two, including an overnight hotel stay
- Special recognition trip for two



## Honda Reward Card

When you earn COSL membership, you will receive award dollars on a Honda Reward Card. Each award dollar received represents one dollar of purchasing power for you to spend wherever VISA® cards are accepted, giving you freedom to choose from a multitude of merchants worldwide.

Your award dollars will be deposited directly onto your Honda Reward Card after you complete your online award order. If you do not already have a Honda Reward Card, you will receive your card loaded with the appropriate number of award dollars approximately three weeks after completing the online award-order process.

*Honda Reward Cards are issued in connection with a loyalty, award, or promotional program.*





## Special Recognition

Achieving COSL membership in itself is exceptional and noteworthy. COSL provides distinct honors to those Sales Consultants who consistently outperform in sales and customer satisfaction and are the very best of the best, year after year.

### Zone Top-Performance Awards

Additional recognition is bestowed on top-performing Sales Consultants in each volume group per zone:

#### *Top Performer–Sales*

The top Gold, Gold Master, or Platinum Sales Consultant in each volume group per zone, based on total sales credits, receives an exclusive commemorative award worthy of his or her performance, as well as recognition at the annual zone banquet.

#### *Top Performer–Customer Satisfaction (Sales & Delivery score)*

The Gold, Gold Master, or Platinum level Sales Consultant who attains the highest Sales & Delivery score in each volume group per zone receives a special award to recognize his or her outstanding achievement and is spotlighted at the zone's annual recognition banquet.



## Membership Bonus

The membership bonus rewards Sales Consultants who have achieved COSL distinction multiple times.

Sales Consultants receive bonus award dollars on their Honda Reward Cards at the end of the second year of achieving Silver level status or better. The second-year membership bonus of 20 percent of the base award dollars received in the current year is deposited on the Sales Consultant's Honda Reward Card. The bonus builds by 10 percent each year thereafter – up to a maximum of 200 percent – for attaining COSL membership in subsequent years.

## Milestone Awards

Consistently earning COSL membership brings additional recognition at established milestones (years do not have to be consecutive):

- Silver level or higher membership: 20, 25, and 30 years
- Gold Master membership: 15, 20, and 25 years

These seasoned professionals each receive a special, custom award and are honored at their respective zone recognition banquets.

For more details and complete information on all COSL awards, please see the Sales Consultant Program Rules Bulletin on the Library page of the COSL website.

## Questions?

- Visit the program website at **COSL.ProgramHQ.com** for official rules and FAQs.
- Sign in to the iN at **www.in.honda.com**.
- Contact Program Headquarters at 1-866-446-0381 (9 a.m. to 8 p.m. ET, Monday to Friday).
- Email **HondaCOSL@ProgramHQ.com**.
- Contact your Sales Manager.



