



Bulletin 13

➤ Award for Customer Excellence (ACE)

To: All Passenger Car and Truck Exhibitors

Please review the following letter and judging criteria from the auto show chairman. It will be sent to all CATA dealer members in January 2017.

To assist us in this award program, we ask that each manufacturer or its regional office advise show management if local dealer sales personnel will be staffing the exhibit. These are the only individuals who are allowed to participate in this program. Please contact Erik Higgins, ehiggins@cata.info, by Dec. 23, 2016.

Additionally, if you are a regional office employee and are interested in becoming an Ace judge please contact Erik Higgins at the email address shown above.



The 2017 Auto Show Committee

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Dear CATA Dealer Member:

The Chicago Auto Show's Award for Customer Excellence (ACE) program is designed to recognize your dealership's sales personnel at the auto show who possess the highest professional standards.

Highlights and features of this daily award include:

- The award is \$150 on weekdays and \$200 on weekends;
- Each judge will visit three or four exhibits sometime between 11 a.m. and 8 p.m. In all, about 25 exhibits staffed by sales personnel are judged each day;
- Judges will use specific criteria to uniformly evaluate salespersons. A copy of the judging criteria is enclosed. We urge you to copy or post the information so that each of your salespeople is aware of the program and judging criteria; and
- Each ACE recipient will also receive a certificate to commemorate this prestigious distinction.

To be eligible for the ACE program, all retail salespeople must be full-time dealership employees, wear a name identification badge and have an adequate supply of business cards. At the end of each evening, the selected winner in each exhibit that was judged will receive either the \$150 or \$200 cash award.

In addition, I ask that each dealer or appropriate manager consider volunteering to be a judge. Interested parties should contact the CATA's Erik Higgins at (630) 495-2282.

Sincerely yours,

Mike McGrath

Mike McGrath
Chairman
2017 Chicago Auto Show



AWARD FOR CUSTOMER EXCELLENCE

Judging criteria

Judges for the Award for Customer Excellence should refer to the following criteria to select a deserving salesperson for the daily ACE award. Judging can be done from an overall observation standpoint or by using a more traditional, one-on-one approach. The award does not have to be given on a day that no salesperson in the display merits recognition.

I. Initial Impact of the Salesperson

- A. Appearance
- B. Attitude
- C. Personality
- D. Interest of salesperson in you or customer

II. Courtesy: Did the Salesperson . . .

- A. Introduce him/herself?
- B. Indicate which dealership he/she represents?
- C. Ask for your (or the prospect's) name?
- D. Obtain a phone number to contact for a test drive, or a referral to a more convenient dealership?

III. Sales Presentation Itself: Did the Salesperson . . .

- A. Describe standard equipment and any optional equipment?
- B. Identify all safety features?
- C. Explain the factory warranty for a new or factory-certified used vehicle?
- D. Discuss the competitive values of vehicles and dealership?

IV. Overall Impression: Did the Salesperson . . .

- A. Act in a professional manner?
- B. Provide enough information to interest you in a vehicle?
- C. Interest you in the dealership?
- D. Would you:
 - 1. Purchase a vehicle from this salesperson?
 - 2. Refer a potential customer to this salesperson?

IMPORTANT

Please add any additional comments for your reference. After judging all of the exhibits assigned to you on the envelope, please forward to Erik Higgins the business card of the candidate who, in your opinion, best depicted the criteria above.