



SFE Consultant Performance Program User Manual

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SFE CONSULTANT PERFORMANCE PROGRAM REQUIREMENTS

The 2023 SFE Consultant Performance Program features incredible earning opportunities for your Sales Consultants.

Enrolled Sales Consultants must meet or exceed the following requirements to qualify for bonus payout: meeting or exceeding sales, Training, Customer Experience and OnStar qualifiers.

Note:

- Cadillac deliveries are not eligible under the 2023 SFE Consultant Performance Program.

Enrollment

To be eligible to participate in the SFE Consultant Performance Program, Sales Consultants must be enrolled at a dealership that is enrolled in the 2023 SFE Dealer Performance Program.

Sales

Sales Consultants must meet the monthly Channel Payout Grid minimum sales qualifier to earn for each eligible VIN delivered.

Training (see page 8 for more information)

Enrolled Sales Consultants must complete all the quarterly training courses as identified by the Center of Learning and achieve a training percentage of 100% each quarter.

For Sales Consultant program, the Sales Consultant must be profiled as Sales Consultant and must be 100% at the end of each quarter to be eligible.

For Business Elite program, the Sales Consultant must be profiled as Sales Consultant – Commercial and must be 100% at end of each quarter to be eligible.

Consultants profiled as Sales Consultant and Sales Manager are eligible, but those profiled as Sales Manager only are not.

The Sales Consultant must establish one GMIN to their SSN in GlobalConnect, which is used for sales reporting and Center of Learning.



Customer Experience (see page 9 for more information)

Each quarter, the Sales Consultant's Customer Experience score must meet or exceed the Regional Customer Experience target.

OnStar Online Enrollment (see page 11 for more information)

For each eligible Retail SFE VIN, OnStar Online Enrollment must be completed while the customer is at the dealership and prior to delivery so the customer can personally accept or decline the OnStar Terms & Conditions and Privacy Statement.

Fleet deliveries with FANs are not enrolled through OnStar Online Enrollment. Fleet deliveries require the OnStar Terms & Conditions (FAN TCPS) described below.



Mobile App Onboarding (see page 12 for more information)

For each eligible Retail SFE VIN, Mobile App Onboarding must be completed within 15 days of the VIN delivery date.



Mobile App Usage (see page 14 for information)

Customer must perform a key fob function using the Mobile App within 15 days of the VIN delivery date (e.g., lock/unlock, start/stop, lights on/off)

Blue Button Welcome Call (see page 15 for more information)

For each eligible Retail VIN, if the customer accepts the OnStar Terms & Conditions and Privacy Statement, the Blue Button Welcome Call must be completed within 15 days of the original VIN delivery date for the VIN to be eligible for payout.

OnStar Terms & Conditions (FAN TCPS) (see page 16 for more information)

For each eligible Fleet SFE VIN, the OnStar Terms & Conditions/Privacy Statement must be signed by each Fleet Account Number (FAN) customer for the eligible VINs associated with that FAN to be eligible.

SUMMARY OF ELIGIBILITY

Sales Consultants will receive a monthly payout for the Consultant Performance Program if they have met their:

- Channel monthly minimum eligible vehicle deliveries (see grids on page 18), AND
- Quarterly training requirement as defined on their Center of Learning reports, AND

- Customer Experience requirement, AND
- OnStar Online Enrollment or FAN TCPS requirement for all eligible VINs, AND
- Mobile App Onboarding Qualifier
- Mobile App Usage Qualifier
- Blue Button Welcome Call Qualifier

Important Note: GMIN Requirements

Some Sales Consultants and Business Elite Sales Consultants have established more than one GMIN in their name. In order to receive a monthly payout, you must use the SAME GMIN for Center of Learning and GlobalConnect. Since the payout results in taxable earnings, you must also submit a SSN to this same GMIN.

- Confirm same GMIN as Center of Learning in GlobalConnect with a SSN.
- Enter this same GMIN in Order Work Bench at time of each vehicle delivery.
- It is the employee's responsibility to verify they are listed with the correct job type in GlobalConnect (you must have Sales Consultant in your GlobalConnect profile and meet all other program qualifiers as a Sales Consultant in order to participate in the 2023 Sales Consultant Performance Program. If you are ONLY a Sales Manager you cannot participate in the 2023 Sales Consultant Performance Program.)

These steps must be completed to earn bonus payouts; participants will not receive retro payouts for previous months if these steps are not completed and confirmed.

Definition of Delivery Dates

CUSTOMER DELIVERY REPORTING (CDR)

CDR is a Vehicle Order Management System tool (i.e., Order Workbench – Deliver Vehicle) that enables dealership personnel to record vehicle-related transactions, e.g., report deliveries, apply for incentives, update GM Protection information, transfer vehicles between Dealers, record inservice transactions, return vehicles to stock, etc.

The CDR date is the date the vehicle delivery is reported in the CDR system.

The VIN delivery date is the actual date the customer takes possession of the vehicle.

ELIGIBILITY

Program Period

January 4, 2023 – January 2, 2024

SFE Dealer Performance Program Enrollment Period

November 1, 2022 – November 13, 2022

SFE Consultant Performance Program Enrollment Period

November 1, 2022 – November 13, 2022

Retail and Chevrolet & GMC Business Elite Eligible Participants Only

GM Retail and Chevrolet & GMC Business Elite Sales Consultants enrolled by Dealers in the Sales Consultant Performance Program and meeting all qualification requirements set forth in these rules are eligible (Dealer must be enrolled in the SFE Dealer Performance Program to enroll Sales Consultants).

- Neither the Dealer Operator nor the Executive Manager of the dealership, as identified in the Dealer Sales and Service Agreement, are eligible to enroll or earn bonus payouts in the 2023 Sales Consultant Performance Program.

PROGRAM ENROLLMENT

Dealer Enrollment

Enrollment Period	Prog
November 1, 2022 – November 13, 2022	SFE Dealer Perfo SFE Consultant Per

- A dealership must be enrolled in the 2023 SFE Dealer Performance Program in order to enroll Sales Consultants in the 2023 SFE Consultant Performance Program
- A Dealer Operator and/or Executive Manager must enroll and/or unenroll the dealership's Retail or Chevrolet & GMC Business Elite Sales Consultants in the 2023 SFE Consultant Performance Program. Enrollment in the 2023 Consultant Performance Program is separate from enrollment in the 2023 Mark of Excellence Recognition Program.
- Dealers also have the option of enrolling brand-new Sales Consultants in the program after the enrollment period. Dealers must confirm that the user profile in GlobalConnect has the GMIN tied to an accurate SSN at time of enrollment.
- Once a Dealer completes the enrollment process for each of its eligible Sales Consultants, an email is sent to the Dealer indicating their Dealer-level enrollment selections. At the same time, each Sales Consultant will receive an email indicating their enrollment status (after Dealer enrollment ends) selected by their Dealer from SFE Sales Consultant Program headquarters.
- **Note:** Cadillac deliveries are not eligible under the 2023 SFE Consultant Performance Program. Cadillac Dealers need to enroll in the 2023 Cadillac Project Pinnacle Consultant Program.
- Dealership enrollment rosters are prepopulated with Sales Consultant names only. The Dealer will need to complete the enroll/unenroll selection for each Consultant.

Sales Consultant Enrollment

- Sales Consultants who are enrolled by January 31, 2023, will receive sales credit retroactive to January 4, 2023. Sales Consultants enrolled after January 31, 2023, will receive sales credit retroactive to the first day of the month in which they are enrolled.
- Sales Consultants can be enrolled and/or unenrolled any time during the program year.
- Sales Consultants must have only one GMIN and must use the same GMIN for sales reporting and Center of Learning to ensure that eligible sales and program criteria are correctly credited.
- Sales Consultants are eligible to be enrolled at more than one BAC at the same time during a program year, however, they are required to meet the qualifiers separately at each BAC; neither sales nor any of the qualifiers can be combined.
- Chevrolet & GMC Business Elite Dealers only: Chevrolet & GMC Business Elite Dealers must select Retail and/or Business Elite enrollment for all Sales Consultants at their dealership. Selecting either or both requires the Sales Consultant to meet the Program criteria specific to that job type (examples below).

Enrolled Job Type	Sales	Training	Customer Experience	Mobile App Onboarding + Usage	BBWC/ Subscription Signup	FAN TCPS
Retail	✓	Retail training path only	✓	✓	✓	
Business Elite	✓	Business Elite training path only				✓
Retail AND Business Elite	✓	Retail AND Business Elite training path	Calculated on retail deliveries only	Calculated on retail deliveries only	Calculated on retail deliveries only	Calculated on fleet deliveries only

Example A: In September 2023, a Sales Consultant at a Chevrolet & GMC Business Elite dealership enrolled in SFE only as a Business Elite Sales Consultant (and not Retail) will be required to meet the Sales Objective, Center of Learning Business Elite training path*, Customer Experience, and FAN TCPS.

Example B: In September 2023, a Sales Consultant at a Chevrolet & GMC Business Elite dealership enrolled in SFE as a Retail and Business Elite Sales Consultant will be required to meet the Sales Objective, Customer Experience, Mobile App Onboarding (retail deliveries), Blue Button Welcome Call/Subscription Signup (retail deliveries) and FAN TCPS for Fleet Deliveries and complete the Center of Learning Retail and Business Elite training path* to be eligible for payout.

* Business Elite Sales Consultants must complete the “Sales Consultant – Commercial” learning path.

DEALER BILLING

- Participation in the SFE Consultant Performance Program requires additional dealership financial participation. Dealerships electing to participate in the SFE Consultant Performance Program will be billed a \$30 contribution amount for each eligible vehicle delivery for all enrolled Sales Consultants. These contributions will be billed to the Dealer’s Open Account monthly (beginning the month after Sales Consultant enrollment is completed).
- Eligible VINs will not be billed for participants who do not meet monthly sales minimums. For the final month of each quarter, eligible VINs will not be billed for participants who do not meet monthly sales minimums or quarterly program criteria.
- If an eligible vehicle is reported sold and delivered and is subsequently returned to Dealer stock after the Dealer was billed for the contribution, GM will credit the amount previously billed for the month when the vehicle is reported returned. When resold, the vehicle will again be billed accordingly.
- Dealer credits for VINs made ineligible (through Return to Stock, Delivery Type change, etc.) or for VINs delivered by Sales Consultants who are unenrolled, will be issued during the first month following the first, second, third and fourth quarters of 2023. Dealer Operators will receive a refund to the Dealer’s Open Account of any Consultant Performance Program Dealer contributions for Sales Consultants who are unenrolled during that quarter, for Sales Consultants who did not meet the qualifiers, and for VINs that were billed but later become ineligible.

Example: Hometown Motors pays \$30 per vehicle for 10 vehicles sold and delivered by Sales Consultant #1 in April. April was billed the last week of May. Subsequently, Consultant #1 leaves the dealership and is unenrolled in June. The \$300 (10 vehicles x \$30) is never paid out. In July, the Dealer will receive a credit to their Dealer Open account for the \$300 (10 vehicles x \$30) for the Sales Consultant who was unenrolled.

BONUS QUALIFIERS

TRAINING – CENTER OF LEARNING CERTIFICATION QUALIFIER

Q1 – 100%, Q2 – 100%, Q3 – 100%, Q4 – 100%

Sales Consultants must complete applicable 2023 Center of Learning Sales Consultant Certification requirements each quarter for each channel for which they deliver vehicles (Buick, Chevrolet, and/or GMC) and/or Business

Elite to earn a payout in the Consultant Performance Program.

Business Elite Sales Consultants must complete the “Sales Consultant – Commercial” learning path.

Example: Sales Consultant “A” delivers both Chevrolet and Buick vehicles in Quarter 1, 2023. He meets 100% of the Chevrolet training certification, 85% of the Buick training certification, plus all other qualifiers. Sales Consultant “A” will get paid out on his Chevrolet deliveries, but will not get paid out on any Buick deliveries since he missed the Buick training requirement.

New Sales Consultants will receive a 6-month grace period (determined by their initial profile date at www.centerlearning.com) to complete their required Center of Learning training requirements.

Each quarter, Training Paths for Certification are updated with new required training for that quarter. Center of Learning will provide detailed information to all GM Dealers about these requirements separately.



Sales Consultants at Chevrolet & GMC Business Elite dealerships who are enrolled as Retail and Business Elite and sell both Retail and Business Elite eligible vehicles must complete Retail training for all channels and Business Elite Sales Consultant training. (Business Elite Sales Consultants must complete the “Sales Consultant – Commercial” learning path).

Any required training courses not completed in a particular quarter will remain required and must be completed in subsequent quarters to meet the Center of Learning Certification Qualifier for the SFE Consultant Performance Program. All completed and required courses will be reflected in the training percentage listed on the program website.

Please be sure to verify your employee profile at the Center of Learning website (www.centerlearning.com) under MENU/Profiles/Edit Your Profile, for complete and accurate reporting.

For more information about Center of Learning, see your dealership's Training Site Coordinator or a member of your Zone Team. You can also visit www.centerlearning.com, use the “Contact Us” feature to send an email, or call the Center of Learning Help Desk at 1-888-748-2687.



CUSTOMER EXPERIENCE QUALIFIER

Each quarter, the Sales Consultant's Blended Top Box score or Blended Index Customer Experience score must meet or exceed their Regional Customer Experience targets. This is a quarterly qualifier and therefore will be calculated quarterly and the criteria met quarterly. The targets are as follows:

Region	Blended Top Box Target	Blended Index Target
Western	75.82	90.57
South Central	80.21	93.06
Southeast	80.72	92.71
Northeast	81.25	93.06
North Central	81.08	93.75

- “Blended Top Box” scores represent the percentage of customers who responded “Completely Satisfied” to certain questions
 - o The Blended Top Box Target Customer Experience measurement is a 3-month score based on a blended score of four (4) Purchase and Delivery Survey (PDS) questions (updated monthly, but the qualifier is quarterly)
- “Blended Index” scores show an average score using all responses to certain questions.
 - o The Blended Index Target Customer Experience scoring metric represents a customer's overall satisfaction

with their dealership purchase experience, as well as the customer’s potential recommendation of the dealership, and a more comprehensive look at the customer’s Retail Experience.

CALCULATING BLENDED CUSTOMER EXPERIENCE SCORE FOR 2023

Blended Customer Experience SFE score for 2023 consists of four (4) Purchase and Delivery (PDS) Customer Experience survey questions.

The Blended Customer Experience scoring metric represents not only a customer’s potential recommendation of the dealership, but also a more comprehensive look at the customer’s Retail Experience. Each one of the four questions within the Blended Customer Experience Score is worth 25% each for PDS.

The weighting for PDS is as follows:

2023 Blended Customer Experience SFE Score — Purchase and Delivery (PDS) Survey Questions*	
	Weighting
Likelihood to Recommend Dealer	25%
Ease of Sales Experience	25%
Assistance/Experience with your Sales Consultant	25%
Explanation of your Vehicle’s Features	25%
Blended Customer Experience PDS Questions	100%

*All four PDS Questions above are scored using the assigned weights indicated above and applied to the Sales Consultant’s Blended PDS Index Customer Experience scores.

Sales Consultants who deliver both Retail* and Fleet VINs** are only required to meet the Customer Experience requirement outlined in this section if they deliver 50% or more retail VINs each quarter. Those who deliver 51% or more Fleet VINs in a particular quarter are not required to meet the Customer Experience qualifier for that quarter. This Customer Experience percentage is calculated daily on the SFE Consultant site and can vary depending on the retail/fleet ratio. This calculation is applied to all Sales Consultants regardless of their enrollment status (Retail and/or Business Elite).

NOTE: Since Customer Experience surveys are sent for 018/029 delivery types, but are not included in your Customer Experience score, these delivery types are considered a fleet delivery** only for the SFE Consultant Customer Experience VIN calculation.

Examples of Customer Experience VIN Calculation Percentages:

Sales Consultant “A”:

- (Western Region) Delivers 30 Retail VINs and 5 Fleet VINs in Quarter 1, 2023, which = 85.7% Retail deliveries. Sales Consultant “A” must meet the Customer Experience Top Box Target of 75.82 or Index Target of 90.57 for Quarter 1, 2023.

Sales Consultant “B”:

- Delivers 10 Retail VINs and 25 Fleet VINs in Quarter 1, 2023 which = 71.4% Fleet deliveries. Sales Consultant “B” is NOT required to meet the Customer Experience qualifier in Quarter 1, 2023.

This calculation is applied to all Sales Consultants regardless of their enrollment status (Retail and/or

Business Elite).

Sales Consultants will receive a 6-month Customer Experience grace period only if they are in the training grace period. (Note: the training grace period is determined by the initial profile date established on www.centerlearning.com; the Customer Experience grace period matches the training grace period.)

Fleet Customer Experience Qualifier

This qualifier does not apply to Fleet Sales Consultants.

* Retail deliveries = 010, 015, 016, 021, 022, 023, 032, 033, 034, 037

** Fleet deliveries = 014, 035, 036 (018 & 029 Retail – Small Business delivery types will be added to a Consultant's total fleet deliveries for the Customer Experience VIN calculation percentage). 018 & 029 deliveries must meet the "Small Business" criteria provided and are subject to audit and potential chargeback if they are misrepresented.



Sales Consultants with zero PDS returns for a given quarter cannot receive bonuses for that quarter. (Reminder: PDS returns for 018/029 delivery types are excluded from Customer Experience scores for the Sales Consultant Bonus Program.)

ONSTAR QUALIFIERS

There are four OnStar qualifiers:

1. OnStar Online Enrollment
2. Mobile App Onboarding
3. Mobile App Usage
4. Subscriptions: Blue Button Welcome Call completed (with certain exceptions)

Each OnStar Qualifier is explained in more detail below.

1) OnStar Online Enrollment (must be completed prior to Mobile App Onboarding*) – SFE-Eligible Retail Deliveries only

FLEET DELIVERIES SHOULD NOT COMPLETE ONSTAR ONLINE ENROLLMENT

To be eligible for the Sales Consultant Performance Program bonus payout, Sales Consultants must complete OnStar Online Enrollment on all SFE-eligible Retail deliveries. For each eligible SFE VIN, OnStar Online Enrollment must be completed while the customer is at the dealership, prior to delivery, so the customer can personally accept or decline the OnStar Terms & Conditions and Privacy Statement.

- Sales Consultants must submit completed OnStar Online Enrollment in the Online Enrollment app within GM GlobalConnect – also available in Service Workbench**
 - OnStar Online Enrollment must be submitted by the Sales Consultant within 15 days of the VIN delivery date on record with General Motors
- OnStar Online Enrollment must be submitted prior to activation of the customer's OnStar account for that specific VIN.
- Customer must accept or decline the OnStar Terms & Conditions and Privacy Statement (TCPS)
 - Sales Consultant is required to place a signed copy of the Terms & Conditions in the deal jacket. This is subject to audit at any time. If a copy is not placed in the deal jacket, there will be charge-back for the Dealer and Sales Consultant.
 - Terms and Conditions must be personally accepted by the customer, and the email submitted during Online Enrollment must match the email used for Mobile App Onboarding

- Credit is not given if OnStar is activated via manual enrollment (via OnStar Advisor) prior to Online Enrollment.

*OnStar Terms and Conditions must be “Yes” in order for Mobile App Onboarding to take place

**OnStar Job Aids are available on the In-Vehicle Technology tab in GlobalConnect.



Deliveries without OnStar Online Enrollment completed at the time of delivery will still count toward the Channel Payout Grid but will not qualify for a bonus payout.

Eligible Deliveries:

OnStar Online Enrollment is required for Retail and Retail Lease delivery types as outlined in the 2023 SFEEligible Delivery Type chart on page 21 of these SFE Consultant Performance Program rules.*

• CDR Delivery Types 018 (Business/Organization) and 029 (Retail Lease – Business Organization) are required to have an OnStar Online Enrollment Acknowledgment

* Courtesy Transportation (CTP) units are not eligible for the SFE Consultant Performance Program, however, when vehicles are taken out of Courtesy Transportation (CTP) and sold to a retail customer as a new vehicle, the OnStar Online Enrollment must be completed for the delivery to be eligible for bonus payout.

Notification Enrollments/One Click Enroll with Valid Email Opt-In

- A valid customer email address must be captured during Online Enrollment
- Emails are audited; invalid email submissions (i.e. none@none.com) will be disqualified and removed
- Customer Enrollment Confirmation must be completed

Description:

- Customers will provide a valid email address during the Online Enrollment process (see the Dealer Guide to New OnStar Online Enrollment posted on the In-Vehicle Technology tab in GlobalConnect)
- Under the One-Click Enroll section, customers may enroll in OnStar Services, including:
 - o Smart Driver/OnStar Insurance
 - o Diagnostics Report
 - o Diagnostics Alert
 - o Proactive Alerts
 - o Dealer Maintenance Notification
 - o Theft Alarm Notification
 - o Data Usage Alerts
- Place a copy of the Customer Enrollment Confirmation in the deal jacket. This will serve as valuable backup if there are questions or an audit regarding the status of Notification Enrollments/One Click Enroll with valid email.

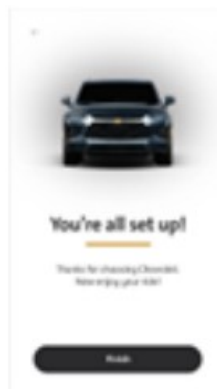


2) Mobile App Onboarding Qualifier (70%) – SFE-Eligible Retail Deliveries only

To be eligible for the Sales Consultant Performance Program bonus payout, Sales Consultants must meet the Mobile App Onboarding qualifier established by GM. For at least 70% of eligible retail SFE deliveries, Mobile App Onboarding must be completed via the myBrand App (on the customer’s mobile device) within 15 days of the VIN delivery date. (It is a best practice to complete onboarding before the customer leaves the dealership.)

Steps for Mobile App Onboarding Success:

- Download Brand App
- Complete Mobile App Onboarding steps
 - o Download the app
 - o Email validation
 - o Two-factor authentication
 - o Multivehicle ownership
 - o Name car
 - o My GM Rewards enrollment (if customer is not already enrolled) (see below for more detail regarding My GM Rewards)
 - o Personalization of in-vehicle applications and radio presets/favorites
 - o WiFi setup
 - o Add family members
- Get to the final Onboarding Screen —→ You're All Set Up



MY GM REWARDS

The My GM Rewards Loyalty program isn't just about a more streamlined process and increased spending potential. My GM Rewards Members are able to unlock additional benefits and opportunities as they engage with the program. Sales Consultants will need to enroll their customers through the Mobile App Onboarding process. It's the quickest way to earn points and complete the Onboarding Process, which will provide the customer all the benefits of owning a new GM vehicle.

Note: Members who are already enrolled in My GM Rewards will need to supply the e-mail associated with their Member account. After that, their new vehicle points will load and the Sales Consultant and Dealer will receive enrollment credit.

BENEFITS OF ENROLLING CUSTOMERS IN THE MY GM REWARDS PROGRAM

- Dealership will be able to offer a world-class loyalty program to your customers
- Members will earn on customer pay service, parts and accessories (including e-commerce) purchases made at your dealership and be able to redeem points on eligible customer pay service, parts and accessories (including e-commerce) purchases made at your dealership
- Customers who become My GM Rewards Members spend more and return to your dealership more frequently than Non-Members
- The My GM Rewards Credit Card can amplify the benefits for those who apply and are approved with enhanced earning and redemption features

RESOURCES/BEST PRACTICES:

- Enroll customer through the Mobile App Onboarding process
 - a) This will allow points to be awarded quickly and Sales Consultant dashboard updated sooner
 - b) Unenrolled customers need to use the e-mail address that was used during OLE signup to enroll into the My GM Rewards Program
 - c) Member's My GM Rewards name, address, phone number and e-mail MUST match the delivery report for points to be systematically awarded
 - d) If customer does not have smartphone capabilities, help them create an account and sign into their GM Account online (chevrolet.com, buick.com, gmc.com, or cadillac.com) to guide customer through My GM Rewards Enrollment process
- Member enrollment verification can be found in the My GM Rewards App in GlobalConnect by clicking on the Member Verification and Point Redemption Section
 - a) Input Member's (customer) e-mail address associated with their My GM Rewards account in the redeem function to verify successful enrollment
 - b) If a Tier Status (i.e., Silver, Gold, or Platinum) displays, enrollment is verified. Sales Consultants have 15 days from the vehicle delivery date to enroll the customer in My GM Rewards to ensure the Member earns the New Vehicle Points
 - c) In order for a Member (customer) to receive New Vehicle My GM Rewards points, the Dealer must be enrolled in the My GM Rewards program



3) Mobile App Usage Qualifier (70%) – SFE-Eligible Retail Deliveries only

Customer must perform a key fob function using the Mobile App within 15 days of the VIN delivery date (e.g., lock/unlock, start/stop, lights on/off).



Mobile App Onboarding and Mobile App Usage must be completed within 15 days of the delivery date for at least 70% of all retail deliveries in order to be eligible for a bonus payout. Each retail delivery must have a valid (within 15 days of the delivery date) Mobile App Onboarding and Mobile App Usage date in order to count toward the Mobile App OnBoarding + Mobile App Usage percentage calculation for the sales month. The 70% usage calculation is brand-specific.

Mobile App Onboarding + Mobile App Usage percent calculation example:

- Sales Consultant delivered six (6) SFE-Eligible Retail VINs for the month
- VIN 4 does not count toward the 70% minimum Mobile App Onboarding and Mobile App Usage completion percentage because the Mobile App Usage date is over 15 days from the VIN delivery date
- Since the other VINs have Mobile App Onboarding and Mobile App Usage completion dates within 15 days from the delivery date, the Mobile App OnBoarding + Mobile App Usage percentage calculation is 83.33% (5 VINs divided by 6 = 83.33%)

ELIGIBLE DELIVERED VINS	CUSTOMER LAST NAME	DELIVERY TYPE	DELIVERY DATE	REPORTING DATE	ONSTAR OLE DATE	MOBILE APP ONBOARDING DATE	MOBILE APP USAGE DATE	MOBILE APP ONBOARDING + USAGE % (70% MIN)	BLUE BUTTON WELCOME CALL	MY GM REWARDS ENROLLED
VIN 1	TAYLOR	010	01/05/2023	01/05/2023	01/05/2023	01/05/2023	01/05/2023	83.33%	01/05/2023	01/10/2023
VIN 2	SINGH	016	01/06/2023	01/06/2023	01/06/2023	01/06/2023	01/07/2023	83.33%	01/07/2023	05/25/2022
VIN 3	RICE	010	01/10/2023	01/10/2023	01/10/2023	01/10/2023	01/10/2023	83.33%	01/10/2023	01/18/2023
VIN 4	LANGLEY	010	01/15/2023	01/15/2023	01/15/2023	01/15/2023	02/07/2023*	83.33%	01/15/2023	01/22/2023
VIN 5	CHEN	018	01/22/2023	01/22/2023	01/22/2023	01/22/2023	01/22/2023	83.33%	01/22/2023	01/24/2023
VIN 6	GARCIA	018	01/29/2023	01/29/2023	01/29/2023	01/29/2023	01/29/2023	83.33%	01/29/2023	01/29/2023

*DATE IS OUT OF THE ACCEPTABLE RANGE

Eligible Deliveries:

Mobile App Onboarding and Usage is required for at least 70% of monthly Retail and Retail Lease delivery types as outlined in the 2023 SFE-Eligible Delivery Type chart on page 21 of these SFE Consultant Performance Program rules.*

• CDR Delivery Types 018 (Business/Organization) and 029 (Retail Lease – Business Organization) are required to have an OnStar Online Enrollment Acknowledgment

* Courtesy Transportation (CTP) units are not eligible for the SFE Consultant Performance Program, however, when vehicles are taken out of Courtesy Transportation (CTP) and sold to a retail customer as a new vehicle, the Mobile App Onboarding must be completed for the delivery to be eligible for bonus payout.

If your customers need mobile assistance after a completed Welcome Call, please have them contact the Connection Center Team (CCT) (877) 558-8352

Note: OnStar Job Aids are available on the In-vehicle technology tab in GlobalConnect, or for additional questions contact CCT at 877-558-8352.

4) Subscriptions: Blue Button Welcome Call Qualifier – SFE-Eligible Retail Deliveries only

A Blue Button Welcome Call is required, except for the following qualifying actions:

- Buick/GMC vehicles that include a three-year Premium Plan (RPO R9M)
- Customer transferring a paid monthly plan from a trade-in vehicle with existing OnStar services
- Customer purchases Multi-Year Plan (MYP) at time of delivery
- Customer purchases services through mobile app and places credit card on file electing to extend the trial period

Deliveries not requiring OnStar Online Enrollment and Blue Button Welcome Call with valid email optin are:

- Vehicles not equipped with OnStar
 - Vehicles not requiring OnStar Online Enrollment are marked with a double asterisk (**) in the OnStar Online Enrollment column of the retail VIN detail report on the SFE Sales Consultant Bonus program website
- Fleet sales – CDR Delivery Types:
 - 014 (Leasing Company)
 - 035 (Business Organization)
 - 036 (Non-Federal Government without Bid Assistance)

Blue Button Welcome Call Requirements – SFE-Eligible Retail Deliveries Only

For each eligible Retail SFE VIN, if the customer accepts the OnStar Terms & Conditions and Privacy Statement, the Blue Button Welcome Call must be completed within 15 days of the original VIN delivery date for the VIN to be eligible for payout.

Sales Consultants are not allowed to:

- Perform a Blue Button Welcome Call on behalf of the customer
- Create a confrontational situation with an OnStar Advisor

If a customer purchases an OnStar Multi-Year Plan at the dealership, the customer is not required to press their blue button, however, Sales Consultant will be given credit for the blue button press. The sale of the Multi-Year Plan is captured during the OnStar Online Enrollment process.

Additionally, if the customer extends their trial during New Owner Setup in the Mobile App or if they transfer a paid service plan from their previous vehicle to the new one, they are not required to press their blue button for the Sales Consultant to receive credit.

VINs with completed Online Enrollment, Mobile App Onboarding, Mobile App Usage, or Blue Button Welcome Call not displaying on the program website:

- PLEASE WAIT A MINIMUM OF 5 FULL BUSINESS DAYS BEFORE ESCALATING THE ISSUE. Data processing time can take up to 3 full business days before it is reflected on your program website. If it has been longer than 5 business days, please file an SFE appeal.
- Should there be a technical issue trying to enroll a customer – please contact the OnStar Dealer Center (888 ONSTAR-1) to receive technical support.
- All appeals must be filed before the 90th day following the delivery date. Any appeals post 90 days will be rejected as untimely. For more information on the appeals process, please see page 25.

****FLEET DELIVERIES SHOULD NOT COMPLETE ONSTAR ONLINE ENROLLMENT****

OnStar Terms & Conditions (FAN TCPS) – SFE-Eligible Fleet Deliveries Only

The OnStar Terms & Conditions/Privacy Statement must be signed by each Fleet Account Number (FAN) customer in order for the eligible VINs associated with that FAN to be eligible. The FAN must actively respond via e-signature to TCPS (accept or decline) for a VIN to be eligible.

The Sales Consultant with the GMIN on the CDR will be the person paid and responsible for obtaining the e-signature of the OnStar TCPS document. This e-signature must be obtained within 30 days of a qualified delivery described below. Please allow 72-96 hours after e-signature completion to be reflected in the SFE system.

Deliveries requiring OnStar Terms & Conditions/Privacy Statement are Fleet delivery types as outlined in the 2023 SFE-Eligible Delivery Type chart on page 21 of the SFE Consultant Performance Program rules. Questions regarding FAN TCPS should be directed to the OnStar Dealer Center: (888) ONSTAR-1.

Sales Consultants with questions regarding the FAN TCPS reporting on the program website should contact Program Headquarters at (877)401-6938.

Fleet Bonus Examples:

	Total Units Sold (eligible for grid)	Units without FAN TCPS	Units eligible for payout	Training Qualified	Customer Experience Qualified	*Total Potential Payout
Sales Consultant #1 GMC Channel Grid	15	2	13	Y	Y	\$1950 \$150 for 13 VINs
Sales Consultant #2 GMC Channel Grid	11	3	8	Y	Y	\$1200 \$150 for 8 VINs
Sales Consultant #3 GMC Channel Grid	6	1	5	Y	Y	\$250 \$50 for 5 VINs
Sales Consultant #4 Buick Channel Grid	10	2	8	N	Y	No payout due to missing Training
Sales Consultant #5 GMC Channel Grid	2	0	0	Y	Y	No payout due to not meeting grid
Sales Consultant #5 Chevrolet – Flat Payout	3	0	3	Y	Y	\$150 \$50 for 3 VINs

***Per vehicle potential payout based on channel grid/flat payout on page 18.**

Resources: For more information, please refer to the training in the Dealer Technology Library available through GlobalConnect.

Frequently-Asked Questions are also available on the SFE Consultant Performance Program website accessible through the App Center on GlobalConnect.

In order for a Fleet VIN to be eligible for SFE and any payout, the TCPS must be signed. If the TCPS isn't signed within the 30-day parameter, the VIN won't get paid.

CONSULTANT PERFORMANCE PROGRAM BONUS PAYOUT

Bonus Selection

Retail and Chevrolet & GMC Business Elite Sales Consultants who are enrolled in the Consultant Performance Program, have met the channel minimum sales qualifier (noted below under the Channel Grids) and all other qualifiers set forth in these rules, will earn a bonus payout per eligible VIN sold and delivered during the monthly payout period, retroactive to the first unit sold (see monthly delivery date calendar under Eligible Deliveries below).



Sales Consultants must be employed at the enrolling dealership at the time of the bonus distribution or they forfeit all payouts.



Chevrolet Dealers must select a payout option during the Program enrollment period. Chevrolet Dealers may choose either the flat \$50/Retail/Fleet per VIN payout for Consultants or the Channel Payout Grid (see grids below). The selected method of payout will apply to all enrolled Consultants at the dealership for their Chevrolet

sales. Once enrollment is complete, Dealers cannot change their payout selection during the Program year.



For the 2023 Program, all Buick and/or GMC Sales Consultants enrolled in the 2023 Consultant Performance Program will have the opportunity to earn the monthly Channel payouts set forth in the grids below for their Buick and/or GMC sales. A flat rate per VIN is not an option for Buick and/or GMC Sales Consultants.

Buick Sales Consultant Bonus Payment Grid				Chevrolet Sales Consultant Bonus Payment Grid			
Sales Range:		Retail Deliveries*	Fleet Deliveries*	Sales Range:		Retail Deliveries*	Fleet Deliveries*
		Payment	Payment			Payment	Payment
1		\$50	\$50	1	2	\$0	\$0
2	3	\$100	\$100	3	7	\$100	\$100
4	+	\$200	\$200	8	+	\$200	\$200

GMC Sales Consultant Bonus Payment Grid				Flat Sales Consultant Bonus Payment Grid CHEVROLET ONLY			
Sales Range:		Retail Deliveries*	Fleet Deliveries*	Sales Range:		Retail Deliveries*	Fleet Deliveries*
		Payment	Payment			Payment	Payment
1	2	\$50	\$50	1	+	\$50	\$50
3	7	\$75	\$75				
8	+	\$150	\$150				

*Retail deliveries = 010, 015, 016, 018, 021, 022, 023, 029, 032, 033, 034, 037
Fleet deliveries = 014, 035, 036

GM reserves the right to temporarily alter, increase or otherwise modify the Sales Consultant Performance Program grids or flat payout option based on business needs. This could result in available Consultant Performance bonuses above or below the regular monthly grids or flat payout amount.

Bonus Payout

The Consultant Performance bonus is paid monthly starting with Quarter 2, 2023. For example, January 2023 eligible sales will be paid out in April 2023 provided Program qualifiers are met. Please refer to the calendar below for the payout processing timeline.

GM Sales Reporting Month	Training	Customer Experience	earnPOWER payout
January 4 – January 31 February 1 – February 28 March 1 – March 31	Q1	April Customer Experience File	Last week April Last week May Last week June
April 1 – May 1 May 2 – May 31 June 1 – June 30	Q2	July Customer Experience File	Last week July Last week Aug Last week Sept
July 1 – July 31 August 1 – August 31 September 1 – October 2	Q3	October Customer Experience file	Last week Oct Last week Nov Last week Dec
October 3 – October 31 November 1 – November 30 December 1, 2023 – January 2, 2024	Q4	January Customer Experience File	Last week Jan ('24) Last week Feb ('24) Last week Mar ('24)

The monthly bonus payout will be based on the channel monthly sales minimum and payment amount related to the channel sales range. Payout is retroactive to the first unit sold if the channel sales minimum and other program qualifiers are met.

Example: Dealer is enrolled in both Chevrolet and Buick SFE Dealer Performance Program:

Participant "A" sells 15 eligible Chevrolet Retail VINs and 3 eligible Buick Retail VINs in September 2023 and has met all other Program criteria. Based on the Channel Grids above, Participant "A" will receive \$3,300 total (15 Chevrolet Retail VINs @ \$200 each + 3 Buick Retail VINs @ \$100 each = \$3,300) in December 2023.

Example: Dealer selected Flat Payout:

Participant "A" sells 15 eligible Chevrolet Retail VINs in September 2023 and has met all other Program criteria.

Participant "A" will receive \$750 total (15 Chevrolet Retail VINs @ \$50 each) in December 2023.



It is the responsibility of Dealers and Sales Consultants to review their reports frequently for accuracy and contact Program Headquarters regarding any discrepancy. Please refer to the Auditing section on pages 23 and 28 for additional details.

All Consultant Performance Program payouts will be issued to the Sales Consultant and deposited into a GM earnPOWER account. Sales Consultants have three point redemption options: (1) transfer their earnings to a Mastercard® Performance Rewards debit card; (2) transfer their earnings to their checking/savings account via an ACH transfer, or (3) shop in the online rewards catalog containing exciting merchandise, gift cards, e-gifts, and full-service travel options.

VIN ELIGIBILITY

RETAIL DELIVERY INFORMATION

Eligible Deliveries

Retail new vehicle sales and lease deliveries of 2021 and newer General Motors vehicles (see delivery type eligibility below) will count toward the delivery objective if:

- Eligible deliveries for enrolled Sales Consultants are determined by the channels in which their dealership enrolled in the SFE Dealer Performance Program. Any sales for channels in which the Dealer is not enrolled for the SFE Dealer Performance Program will not be eligible for payment in the Consultant Performance Program.
- VINs delivered outside of the CDR delivery dates on the grid below will not be eligible for Program payout. However, monthly deliveries may be reported within two days following the end of the sales month to be eligible for monthly payout.
- The delivery is reported via OWB with a proper Sales Consultant ID (GMIN) at time of delivery.
- The delivery is reported as a first delivery.
- The delivery has an eligible CDR delivery type.

* In June of each year, GM conducts its Annual Stock Write-Off for aged inventory. For example, in June of 2023, the GM Annual Stock WriteOff for 2021 model year vehicles will occur. All remaining 2021 GM dealer stock will be reported as sold in GM's reporting systems. Once the GM Write-Off has occurred, any sales of those units after they are reported sold do NOT count as eligible for the 2023 SFE vehicle sales objective.

2023 SFE Sales Reporting Schedule

Month	2023 CDR Delivery Date	2023 CDR Reporting Cut-Off Date*
January	January 4 – 31, 2023	February 2, 2023
February	February 1 – 28, 2023	March 2, 2023
March	March 1 – 31, 2023	April 3, 2023**
April	April 1 – May 1, 2023	May 3, 2023
May	May 2 – 31, 2023	June 2, 2023
June	June 1 – 30, 2023	July 3, 2023**
July	July 1 – 31, 2023	August 2, 2023
August	August 1 – 31, 2023	September 2, 2023
September	September 1 – October 2, 2023	October 4, 2023
October	October 3 – 31, 2023	November 2, 2023
November	November 1 – 30, 2023	December 2, 2023
December	December 1, 2023 – January 2, 2024	January 4, 2024

*CDR reporting cut-off date for the monthly 2-day grace period is 2 business days (excluding holidays) after the close of the sales month.

**Added day, due to 2-day buffer falling on a holiday and/or a Sunday



Retail and Fleet delivery information received after these deadlines will not qualify for the SFE Sales Consultant Performance Bonus for any month. THERE WILL BE NO EXCEPTIONS

2023 SFE DELIVERY TYPES

Any Delivery Types with the following ineligible incentive codes will be considered INELIGIBLE for SFE:			
Incentive Codes	Description		
R6D, PBS, PBP	GM Bid Assistance		
VNL	Commercial Repurchase Program		
CAP, FYP, ST0, ST1, ST2 , ST3, ST4, ST5, ST6, ST 7, ST8, ST9	Competitive Assistance Program (CAP)		
RFF	CAP Out of Stock		
Any Delivery Types with the following ineligible incentive code/merchandising model and model year combinations will be considered INELIGIBLE for SFE:			
	2021 MY	2022 MY	2023 MY
Incentive Codes	Merch Option Codes		
ANK	CK56043	CK56043	CK56043
	CK56403	CK56403	CK56403

	CC56403	CC56403	CC56403
	CC56043	CC56043	CC56043
ANC	CG23405	CG23405	CG23405
B3D	CG23705	CG23705	CG23705
R6H	CG33405	CG33405	CG33405
YF2	CG33705	CG33705	CG33705
YF1	CG33503	CG33503	CG33503
R6J (Chevy Only)	CG33803	CG33803	CG33803
	CG33903	CG33903	CG33903
	TG23405	TG23405	TG23405
	TG23705	TG23705	TG23705
	TG33405	TG33405	TG33405
	TG33705	TG33705	TG33705
	TG33503	TG33503	TG33503
	TG33803	TG33803	TG33803
	TG33903	TG33903	TG33903
	1NB56	1NB56	1NB56
	1NV56	1NV56	1NV56
	1NC56	1NC56	1NC56
	1NW56	1NW56	1NW56
	1NE56	1NE56	1NE56
	1NX56	1NX56	1NX56
PCK	CC31403		
	CK31403		
	TC31403		
	TK31403		

Retail Deliveries Defined

What is the definition of an Eligible SFE Delivery?

An Eligible SFE Delivery by a dealer generally occurs when there is a bona fide transfer of title or lease of a specific vehicle (identified by a VIN) to a specific customer (identified by name and address). Each new vehicle delivery should be supported by a completed delivery record. Dealership accounting records must be kept in individual deal jackets (see below) that evidence the sale or lease of eligible vehicles claimed under all programs requiring delivery.

Each Eligible SFE Delivery of an eligible vehicle must indicate that the dealer has either received full cash payment or a third-party finance contract, signed by the dealer and the purchaser, or that the dealer has established a valid accounts receivable for such vehicle. A bona fide retail/fleet vehicle delivery record should also be inclusive of the customer order, GM invoice, dealer invoice to the customer, incentive acknowledgment and/or

assignment form where applicable, cash receipt, finance contract, proof of insurance where legally required, registration data, odometer statement, any repair orders for added or deleted equipment, and title transfer. For example, “spot deliveries” are not Eligible SFE Deliveries until third-party financing for the customer is approved and title is transferred to the customer.

CDR Cancellations/Changes

CDR cancellations/CDR record changes may affect the payout calculation and possible tier-level charge backs resulting in debits against a Sales Consultant’s future earnings.

Returns to Stock

Return to Stock (RTS) type	Description
RTS prior to payout	<ul style="list-style-type: none"> ● Will be removed from the original Sales Consultant’s eligible delivery count ● Will be applied to the eligible delivery count for the Sales Consultant who redelivered the vehicle. Credited for future payment (provided they meet individual qualifiers and the VIN is not returned to stock).
RTS after payout	<ul style="list-style-type: none"> ● Will be removed from the original Sales Consultant’s eligible delivery count and debited from future earnings. ● Will be added to the eligible delivery count for the Sales Consultant who redelivered the vehicle and paid out during that month’s payout process.
RTS to correct a GMIN, Customer Name or VIN error	<ul style="list-style-type: none"> ● Will not be removed from the original Sales Consultant’s eligible delivery count <u>provided</u> the RTS is completed no later than the month following the original delivery date. Sales Consultant must submit an Appeal to get credit for the VIN.

A. Return-to-Stock Audit

VINs that are delivered, returned to stock and redelivered within the same month remain eligible toward SFE vehicles sales objectives. After a month closes, dealers have 30 days to make delivery changes to VINs delivered and reported in the previous month. This can include corrections to the original delivery “date”, with the following implications:

- If the corrected delivery date is within the original delivery month – the unit will remain eligible in the original delivery month
- If the corrected delivery date is within the new month, the unit will move from the original delivery month to the new delivery month
- If the unit is returned to stock within the 30-day period after a month concludes, it will be automatically removed from the original delivery month (and eligible for redelivery in a future month).

Any delivery changes that occur after the 30-day “correction” period concludes are subject to audit.

- Debits due to returns to stock will include the total payout for the VIN as well as difference in per VIN earnings for other VINs if the removal of the VIN Returned to Stock changes the payout tier.

Example: Sales Consultant “A” sells 8 Chevrolet vehicles in September and receives a \$200/VIN bonus payout. In November, one vehicle is returned to stock and redelivered by another Sales Consultant. Because the sales tier changed from 8+ (\$200/VIN) to 3-7 (\$100/VIN), the overall payout calculation changes. Sales Consultant “A” will be debited the bonus payout of \$200 for that VIN PLUS \$700 for the other VINs for a total of \$900 debited from future earnings.

- Returns to Stock that are transferred to and redelivered by another dealership or that cross GM Sales Calendar years fall under the same bonus payout rules described above.

GENERAL SFE CONSULTANT PERFORMANCE PROGRAM RULES

REPORTING

Access your personalized earnings statement at the SFE Consultant Performance Program website accessible through the App Center on GlobalConnect. Reports will not be available until your Dealer Operator has enrolled you in the Program.

Sales Consultant Program Website — Sales Consultants, Sales Managers and Dealer Operators can view the Sales Consultant dashboard, which includes sales volume level, VIN detail, OnStar Online Enrollment, Mobile App Onboarding, Blue Button Welcome Call, FAN TCPS, Customer Experience and Training information. Estimated earnings will not display in the “Pending Earnings” column until program qualifiers are met. Once the payments are processed, reports will reflect the Processed Date and the amount earned will move to the “Paid Earnings” column.

Monthly Financial Statement — The Dealer may access a monthly financial statement that includes, by channel, units sold, credits due to unenrollments, RTS, etc., and payout amounts for the month and year to date.

Appeals Process

Sales Consultants may appeal their individual Program results to GM and Program Headquarters through the online Consultant Performance Program Appeals Process:

- 2023 program rules will be strictly adhered to
- The SFE Consultant Performance Program Appeals process is accessible for GM Field Personnel, Dealers and Sales Consultants on the program website. Appeals can be submitted at the VIN level, or general appeals (Customer Experience, Training, VINs not appearing on the dashboard, etc.) can be submitted from the menu bar of the program home page.
- Appeals are reviewed, researched and approved or denied within 15 days of receipt, provided all required documentation is included
 - **Note:** OnStar/Mobile App Onboarding appeals are reviewed, researched and approved or denied within 30 days of receipt, provided all required documentation is included
- The Sales Consultant must establish one GMIN to their SSN in GlobalConnect, which is used for sales reporting and Center of Learning
- GM Field Personnel, Dealers or Sales Consultants submitting appeals must select the correct subject by checking the box on the appeal entry screen at the VIN level (OnStar Online Enrollment, Mobile App Onboarding, Mobile App Usage, OnStar Blue Button Welcome Call, FAN TCPS) or for non-VIN-level appeals, from the menu bar of the program home page (Training, Customer Experience, VIN Not Appearing on Dashboard)
- OnStar – questions regarding OnStar Online Enrollment, Notification Enrollments/One Click Enroll, Blue Button Welcome Call or FAN TCPS should be directed to the local OnStar Account Manager or the OnStar Dealer Center (888) ONSTAR-1. Sales Consultants with questions regarding reporting on the SFE Sales Consultant Bonus program website should contact Program Headquarters at 1-877-401-6938.
- VINs with completed data not displaying on the program website:
- PLEASE WAIT A MINIMUM OF 5 FULL BUSINESS DAYS BEFORE ESCALATING THE ISSUE. Data processing time can take up to 3 full business days before it is reflected on your program website. If it has been longer than 5 business days, please file an appeal.

NO EXCEPTIONS WILL BE MADE FOR:

- ✓ Dealer failing to enroll Sales Consultants in the Program
- ✓ Sales delivered outside established GM Sales Calendar monthly dates
- ✓ Reporting errors such as:
 - Incorrect GMIN, deliveries credited to the incorrect Sales Consultant and other reporting errors made by the

Dealer

- VINs reported under the SSN instead of the GMIN
- Sales Consultants who continue to use more than 1 GMIN
- Sales Consultants who change dealerships and establish a new GMIN
- ✓ Late training completions
- ✓ Failure to meet OnStar requirements
- ✓ Failure to meet the quarterly Customer Experience requirement
- ✓ Failure to meet FAN TCPS requirement
- Corrections/Merges to GMINs must take place within the month following the original delivery date of the VIN in order to be considered
- If an exception still needs consideration, a Sales Consultant may appeal their results
- o **NOTE:** OnStar appeals filed 91+ days after the delivery date will not be considered.



For the 2023 Sales Consultant Bonus Program, Sales Consultants are required to submit documentation for appeals via the program website no later than 90 days following the last day of the sales quarter. This refers to appeals regarding final quarterly Customer Experience scores, training scores, sales not appearing on a Sales Consultant's dashboard, or other issues such as enrollment.

Deadlines for Quarterly Appeals*	
Q1 2023 deliveries	6/29/2023
Q2 2023 deliveries	9/28/2023
Q3 2023 deliveries	12/31/2023
Q4 2023 deliveries	4/1/2024

*Does not apply to OnStar, which must be filed within 90 days from the delivery date.

Employee Terminations/Transfers

- Sales Consultants must be employed at the enrolling dealership at the time of the bonus distribution or they forfeit all payouts
- Sales Consultants will forfeit all bonus payouts if they are terminated from, or voluntarily leave a dealership prior to bonus payout
- Bonus payouts are not transferable if a Sales Consultant moves from one dealership to another dealership owned by a different dealer. A Sales Consultant who changes dealerships will forfeit bonus payout at the dealership they left and will start over at the dealership they move to, provided the new dealership enrolls them in the Consultant Performance Program.
 - o **Exception:** Sales Consultants moving within a dealership group (both stores owned by the same Dealer) will be paid for eligible units sold at the original store provided all qualifiers are met and they remain enrolled at that store until payment has been processed. They also need to be enrolled at the new store and remain enrolled at the prior store until those payments have been processed; at which time they can be unenrolled at the prior store.

Bonus Payout Eligibility

Bonus payouts are non-transferable; the individual earning the bonus payout must accept the payout or forfeit the payout. Sales Consultants must be employed at the enrolling dealership at the time of the bonus distribution or they forfeit all bonus payouts. Exceptions include:

- Retirement – Once a Sales Consultant's retirement status has been approved, payment will be made according to program guidelines within 90 days of receipt of a request for payment from the dealership provided the Sales Consultant has met or exceeded all criteria to earn the payout. Once retired, Sales Consultants are no longer eligible to participate in any Consultant Performance Program.
 - **Action:** Dealer should keep retiree as an active participant in Program until all payouts have been completed. This will guarantee the participant receives all final payouts.
- Death – Once a payment request is approved following the death of a Sales Consultant, payment will be made to the estate within 90 days of approval (mailed to the address as required by the estate's executor). A copy of the Death Certificate and proof of appointment for the executor of the estate are required.
- All requests for exception based on these events must be initiated by calling the program help desk at 877-401-6938
- In all cases, claimants must have met the Program criteria to qualify for and receive any payouts

Buy/Sell, Termination or Change in Channel Alignment

In the case of a buy/sell, neither the Dealer nor the Sales Consultant will need to take action as enrollment will transfer to the new dealership. Dashboard will automatically update to new BAC shortly after buy/sell takes place. The new Dealer must remain in the Program in which the selling Dealer was enrolled (this applies to each channel in which the selling Dealer was enrolled).

- The new Dealer must retain the Channel or Flat Payment Grid selected by the selling Dealer
- Eligible VINs will transfer to the new dealership
- Training follows the Sales Consultant regardless of their dealership enrollment
- Customer Experience scores from the old BAC will follow the Sales Consultant to the new BAC until a Customer Experience score is established at the new BAC

Realigning/Adding/Deleting Channels — Chevrolet, Buick and GMC

- Sales Consultants at dealerships that experience a realignment of eligible channels or add any eligible channels, can participate so long as the Dealer enrolls that channel and enrolls the Sales Consultant
- Should a Dealer terminate any channel during the Program period, their Sales Consultants would no longer be eligible for the Program bonus payout for that channel

Terminated Dealerships

- Terminated dealerships forfeit the \$30 Dealer contribution previously billed against the Dealer Open Account for Consultant Performance Program bonus payouts
- Sales Consultants who were enrolled in the SFE Consultant Performance Program at a terminated dealership (excluding buy/sells) have two calendar months in which to find employment at another GM dealership in order to receive unpaid earnings accrued while with the terminated dealership
- This rule applies only if both dealerships are enrolled in the SFE Dealer Performance Program and the Sales Consultant had been enrolled in the SFE Consultant Performance Program at their previous store and is enrolled at the new store

Dealership Credits

During the first month following the first, second, third and fourth quarters of 2023, Dealer Operators will receive a

refund to the Dealer's Open Account of any Consultant Performance Program Dealer contributions for Sales Consultants who are unenrolled during that quarter or for Sales Consultants who do not meet the monthly qualifiers. For unenrolled or non-qualified Sales Consultants during the fourth quarter of 2023, credits will be issued during the first quarter of 2023.

Auditing

- General Motors reserves the right to audit all Dealer records supporting any vehicle delivery and to disqualify participants in the event of any irregularity. Sufficient dealership records must be kept to evidence the sale or lease of all vehicle deliveries. GM reserves the right to debit the Dealer's Open Account for any bonus payouts improperly credited to the Dealer or its personnel.
- GM will audit all deliveries of eligible units as reported by the dealership via CDR
- "Stacking," or "Pooling", the allocation of sales credit to anyone other than the person who sold the vehicle, is a violation of the SFE Program rules and a breach of the Dealer Agreement and may place bonus payment at risk

Customer Experience Interference

As stated in the GM Service Policies and Procedures Manual: Retail owners are surveyed based on new vehicle delivery reports or warranty claim submissions. Customers are to complete the surveys independent of Dealer/dealership personnel participation.

Dealers are not to:

- Bias or attempt to influence customer responses to the Customer Experience surveys
- Assist customers in completing or mailing surveys
- Discourage customers from responding to the surveys
- Offer or provide free gifts or services to customers as direct incentives for completing surveys

General Motors will review any potential Customer Experience interference cases. Based on this review, General Motors will make the final determination as to whether Customer Experience interference has occurred, in its sole discretion, and reserves the right to disqualify an offending dealership or Sales Consultant for bonus payments.

Interpretation of Rules

In all matters relating to the interpretation and application of any rule or portion of the SFE Program Guidelines, the decision of General Motors is final. General Motors also reserves the right to cancel, amend, or revoke the SFE Program upon 30 days' prior written notice due to reasonable business considerations or due to circumstances beyond its control.

Address Updates

It is the sole responsibility of the Sales Consultant to update their mailing address with Program Headquarters. Program Headquarters will not be responsible for GM earnPOWER cards that are shipped to an incorrect address.

Tax Provisions

Liability for federal, state or other taxes imposed upon a bonus payout is the sole responsibility of the reward winner, not General Motors. Program Headquarters will report all payouts to the appropriate taxing authorities if appropriate. If applicable, a Form 1099 from General Motors will be issued to the reward winner's Social Security number at the end of the calendar year reflecting all bonus payouts and gifts earned during that tax year.

IMPORTANT: It is the employee's responsibility to verify the Dealership Employee profile (legal name, address, and SSN) is correct. If you receive notification or a letter from General Motors titled "Important Tax Notice – Action is required" this means the IRS has notified us that information in your profile is incorrect. Please follow instructions provided to you and verify your profile is updated through GlobalConnect. These steps must be

complete to earn bonus payout; participants are placing their bonus or payout at risk if these steps are not completed and confirmed within the time frame outlined in the notification.

Responsibility

It should be understood that General Motors, Maritz LLC, and other companies that may be involved in the Standards For Excellence Program and their respective parent, subsidiary and affiliated companies have no control over the people, equipment or operations of any transportation company, airline, shipline, hotel, restaurant, or other person or entity furnishing services, products or accommodations as part of a travel program because these suppliers are contractors who act independently. Therefore, the Dealer Operator agrees by participation in the SFE Program that the dealership, its employees and representatives cannot hold Maritz LLC, nor General Motors LLC, nor their respective parents, subsidiaries or affiliates, nor any other companies that may be involved in the Standards For Excellence Program responsible for any injury, damage, loss, expense, delay or inconvenience which may be caused by any of these independent contractors or their agents, representatives or employees.

ADDENDUM A

Other Ineligible Models

Chevrolet Low Cab Forward Models:


2021/2022/2023 Model Years									
	3500	4500	3500HD	4500HD	4500XD	5500HD	5500XD	6500XD	7500XD
Reg Cab	CP11003	CP31003		CT31003	CT41003	CT51003	CT61003	CT73203	CT83203
	CP12003	CP32003		CT32003	CT42003	CT52003	CT62003	CT73903	CT83903
	CP13003	CP33003		CT33003	CT43003	CT53003	CT63003	CT74503	CT84503
	CP14003	CP34003		CT34003	CT44003	CT54003	CT64003	CT75003	CT85003
						CT55003	CT65003	CT76003	CT86003
							CT66003	CT76503	CT86503
								CT77603	CT87603
								CT78803	CT88803
Crew Cab	CP13043	CP33043		CT33043	CT43043	CT53043	CT63043		
	CP14043	CP34043		CT34043	CT44043	CT54043	CT64043		

Chevrolet Medium Duty Silverado Models:

2021/2022/2023 Model Years		
	Medium Duty	
Reg Cab	CC56403	CK56403
Crew Cab	CC56043	CK56043

2023 Consultant Program Manual
Last Updated: 10/31/22

Documents / Resources

	<p>SFE Consultant Performance Program [pdf] User Manual Consultant Performance Program, Performance Program, Program</p>
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References

- [Explore Buick SUVs | Encore, Encore GX, Enclave, & Envision](#)
- [Cadillac Luxury Vehicles: Sedans, SUVs, & Electric](#)
- [Chevrolet Cars, Trucks, SUVs, Crossovers and Vans](#)
- [GMC Lineup: Trucks, SUVs, Crossovers, Vans, and EVs](#)
- [User Manual](#)