




Certified Service  
**For Points**

Now extended through Nov 30, 2016

**Service Consultant SPIFF for brake pads, batteries, wipers, tires and cabin air filters**

From September 1 – November 30, 2016, Service Consultants can earn up to 21 **earnPOWER** points per vehicle when selling necessary/needed services. See program rules and redemption instructions below.

More satisfied customers, long-term customer trust, higher fixed ops gross, and more **earnPOWER** points to spend – all from performing MPVIs and selling necessary/needed services. Performing and presenting MPVIs has always been smart business, and now it's even smarter!

<b>Date:</b>	September 1 - <b>November 30</b> , 2016
<b>Audience:</b>	PARTS Dept.; SERVICE Dept.
<b>Regions:</b>	North Central, Northeast, South Central, Southeast, Western

Service Consultants - Earn up to 21 **earnPOWER** Points for Every Vehicle. Now is the time for every Service Consultant to TEST.STICK.LIFT and reward themselves with the latest electronics, or maybe some concert tickets. Really, through **earnPower**, the choice of rewards is up to each individual. From Sept 1 through Nov 30, Service Consultants have the potential to earn 21 **earnPOWER** points per vehicle by selling needed/necessary services on vehicles already in the service lane.

**Incentive:**

Product Category	
ACDelco Brake Pads (ACDelco OE, ACDelco Advantage and ACDelco Professional brake pads)	4 <b>earnPOWER</b> points per axle
ACDelco OE and Professional Cabin Air Filters	1 <b>earnPOWER</b> point per filter
GM or ACDelco Wiper Blades	1 <b>earnPOWER</b> point per blade
ACDelco Batteries	1 <b>earnPOWER</b> point per battery
Tires purchased through the GM tire program (in market ALL year)	2 <b>earnPOWER</b> points per tire

**Qualifications:**

Only **customer-pay repair orders** are eligible for this promotion and must accompany the completed MPVI form. Please keep all supporting documentation as random transactions will be audited. No faxing or mailing is required. Participants must enter all information on the website within thirty (30) days from the date of the qualifying transaction. Maximum limit of 4 tires, 3 wipers, 2 sets of brake pads, 1 cabin air filter, 1 battery per repair order.

**Did you know?**

1. Customers that have 'additional' work done during their service visit experience significantly higher satisfaction with their service visit\*
2. A thoroughly explained MPVI builds long-term trust in your relationship with your customers that pays dividends for many years to come!
3. For every \$100 of parts and service sold in the automotive service industry, another \$37 of necessary/needed services goes 'unsold'!\*\*

Think about it! When done properly, Multi-Point Vehicle Inspections translate into higher customer satisfaction, long-term customer trust and improved gross profit in fixed operations - a rare and incredible opportunity for every Dealership and specifically, every Service Consultant!

## Login & Claim Process:

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### Step 1: Log in to *earn*POWER Through GlobalConnect

To log in to *earn*POWER, follow these steps:

1. Log in to GlobalConnect.
2. On the Home page of GlobalConnect, click on App Center in the menu bar at the top.
3. On the App Center screen, click on Collapse All and then click the Business Office bar.
4. Click on the *earn*POWER tile.
5. A box will appear with a description of the program and two buttons: Launch and Add to My Shortcuts.
6. If you click the Add to My Shortcuts now, the *earn*POWER application will be added to your Shortcuts for quicker navigation to the program.
7. Click the Launch button to launch the *earn*POWER application. The application will open in a new Tab on your browser. Please note: *earn*POWER requires Internet Explorer version 11 or above. Chrome and Firefox browsers can also be used.
8. Upon first entry, participants must complete their *earn*POWER profile.

NOTE: IT IS CRITICAL THAT EMPLOYEES PROVIDE A CORRECT AND UNIQUE EMAIL ADDRESS WHEN THEY REGISTER FOR THE FIXED OPERATIONS TIRE INCENTIVE or POWER UP FOR POINTS INCENTIVE, as they will be notified of their points deposit using the email address provided, and will be given a link in this email to the *earn*POWER website.

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### Step 2: Enter the Claim

From the *earn*POWER home page, click on the Power up for Points tile. Participants will then go to the R.O. Entry page to input each qualifying transaction. If they need help with an R.O. entry, please call 1-800-637-3384.

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### Step 3: Receiving Points

After approval of a claim, participants will receive a deposit notification email with instructions on how to log in to *earn*POWER. National tires and Power Up for Points will be approved on a monthly basis.

*earn*POWER points are deposited on the dates posted on the website. Once employees are on the *earn*POWER portal page, they can check out additional programs in which they are eligible to earn even more points!

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### Step 4: Redeem Your Points

Log in to *earn*POWER and click on the *earn*POWER Flex Awards section of your wallet. From there you can redeem for merchandise, gift cards, and individual travel, transfer your points to a prepaid card (with ATM access) or transfer points to your personal checking/savings account via ACH.

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**YOUR DEALERSHIP AND PARTICIPATING FIXED OPERATIONS EMPLOYEES MUST BE ENROLLED IN THE 2016 MARK OF EXCELLENCE PROGRAM IN ORDER TO PARTICIPATE IN THE POWER UP FOR POINTS INCENTIVE OR THE FIXED OPERATIONS TIRE INCENTIVE.**

**SPECIAL NOTE:** GM reserves the right to audit the program at any time. GM reserves the right to interpret the rules of this program, including what services are needed/necessary, in its sole discretion. Also, GM reserves the right to cancel or amend this program at any time. Misuse of this GM product spiff will disqualify you and your dealership's participation.

\*Per J.D. Power 2015 U.S. Customer Service Index Study (CSI), there is a 32-point lift in satisfaction among customers that had additional work done during the visit – however, satisfaction drops if they think they are being upsold services their vehicles don't need.

\*\*2016 Automotive Aftermarket Suppliers Association (AASA) Automotive Aftermarket Status Report (pg 22)