

EMPLOYEE BIRD DOG PROGRAM

August 2, 2007

TEAM ANCIRA STRIKES AGAIN !!!

I want to remind all employees of the Team Ancira Employee Bird Dog Program. We will pay Ancira employees \$100.00 for bringing in a customer who buys a new or used vehicle from us.

When searching for a dealership that has a working program they were 100% happy with, we struck out. Most organizations we contacted that had tried a program such as this, stopped it due to problems or dishonesty. We have more faith in the honesty and integrity of our employees and we think we designed a program that is both effective and workable. With 800+ employees all working toward the same common goal, TEAM ANCIRA will succeed. The rules are as follows:

- 1) Available to all Ancira employees except Sales Persons, Sales Managers, F&I Managers and Solicitors.
- 2) Employee **must** call a Sales Manager in advance of the customer coming into the dealership. **DO NOT** bring the customer in without calling a Sales Manager first. If a customer arrives on the sales lot before he/she is logged on the Bird Dog Log, there will be no Bird Dog paid. The Manager will log the customer in on the Bird Dog sign-up sheet (each store will have a sign-up book).
- 3) You may Bird Dog to any Ancira store and still be eligible for pay. There is a thirty (30) day rule. For an employee to be paid this Bird Dog, the customer must take delivery within thirty (30) days of them giving us the Bird Dog (unless the vehicle is on order).
- 4) Please do not get involved in the sales process once the deal has been started. Remember, not everyone you refer will be able to buy a vehicle for some reason. We have very strong sales and F&I teams in all our stores and only three (3) out of five (5) customers qualify to buy a car whether it is due to credit concerns or other issues.
- 5) Customer must buy a retail new or used vehicle. Employees buying a vehicle for themselves or their immediate family at their employee discount **ARE NOT ELIGIBLE** for the Bird Dog.
- 6) If the customer has been in the dealership or is already working with a Sales Person before you are involved, no Bird Dog will be paid.
- 7) We are putting a check and balance in to insure integrity of the Bird Dog referral:
 - a) The Sales Person handling the deal will be charged \$25.00 for each Bird Dog
 - b) The F&I person may be instructed to verify your referral with the customer
- 8) If the employee has a request that a certain Sales Person handle his/her customer, he/she must tell the Sales Manager at the time the customer's name is logged in.
- 9) If there is any question as to the validity of a Bird Dog, the General Manager's decision will be final.
- 10) PLEASE, PLEASE, PLEASE protect the integrity of this program because its future lies in your hands and the honesty of all employees of TEAM ANCIRA. Happy selling!

Joey Blackmon
V.P., Operations