

EMPLOYEE BIRD DOG PROGRAM
ONE TEAM • ONE GOAL!!!

Store	Phone #:	Employee must contact:
Nissan @ I-10 & Huebner	(210)558-5001	Anthony Corey
Chevy @ Bandera Rd.	(210) 681-4900	Darrell Dixon
Volkswagen @ Bandera Rd.	(210) 681-2300	Carl Carper
Volkswagen @ Laredo	(956) 712-2400	Werner Johnson
Chrysler Jeep Dodge @ I-10	(210) 558-1500	David Tullo
Ford @ Floresville	(830) 216-4040	Larry Jones
GMC Pontiac Buick @ Boerne	(830) 981-9000	Randy Moon
RV / Boerne	(830) 981-9000	Kevin Kerr
Ford- Chrysler-Jeep @ Eagle Pass	(830) 757-5700	Rodney Winn
Kia @ Bandera Rd.	(210) 684-4000	Brian Rodriguez
South Park Nissan	(210) 964-3400	Rick Elizondo
Partners Chevrolet GMC Cuero	(361) 275-3311	Jeff Stratton

Effective November 1, 2021, this is **our Employee Bird Dog Program**. ***Prior Employee Bird Dog rules are revoked.*** Each time an employee refers a customer who buys from Ancira, the employee will be paid \$200.00. There is no escalating pay scale based on the number of bird dogs. Below are the Bird Dog Rules that must be followed to qualify:

- 1) Available to all Ancira employees **except the following**: Salespersons, Sales Managers, F&I Directors/Managers, Internet Persons and Internet Director/Managers. F&I Solicitors/ Contractors will be eligible for Bird Dogs to other Ancira dealerships outside of their own location.
- 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 Salesperson before you are involved, no Bird Dog will be paid.
 - 7) We are putting in checks and balances to ensure integrity of the Bird Dog referral:
 - a) The Salesperson 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 Salesperson handle his/her customer, he/she must tell the Sales Manager at the time the customer's name is logged in.
 - 9) If the validity of a Bird Dog is in question, the General Manager's decision will be final.
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BIRD DOG PROGRAM FOR SELLING UNITS TO ANCIRA



Effective November 1, 2021 Ancira pays a Purchase Bird Dog to any customer or eligible Ancira employee who refers another customer to Ancira and **WE BUY THEIR VEHICLE***. This Bird Dog Program is NOT for trade-ins in connection with a purchase. If a vehicle is sold to Ancira without a purchase, the referring individual will earn \$200.00.

Bird Dog Rules that apply and must be followed to qualify:

- 1) Available to all Customers and to all Ancira employees **except the following**: Sales Managers, Salespersons, F&I Directors, F&I Managers, F&I Solicitors, Internet Directors, Internet Managers, Internet Persons. General Managers are permitted to have their own purchase and sale mining program in their store. However, the employees that operate in those mining programs are ineligible for this program.
- 2) If the customer has already been in the dealership or is already working with another Ancira employee about selling his/her vehicle, no Bird Dog will be paid.
- 3) If there is any question as to the validity of a Bird Dog, the General Manager's decision will be final.

Happy referrals!

*Travel Trailers and Motorhomes are excluded.