

Mobil™Hero

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Mobil Hero

PROGRAM GUIDE



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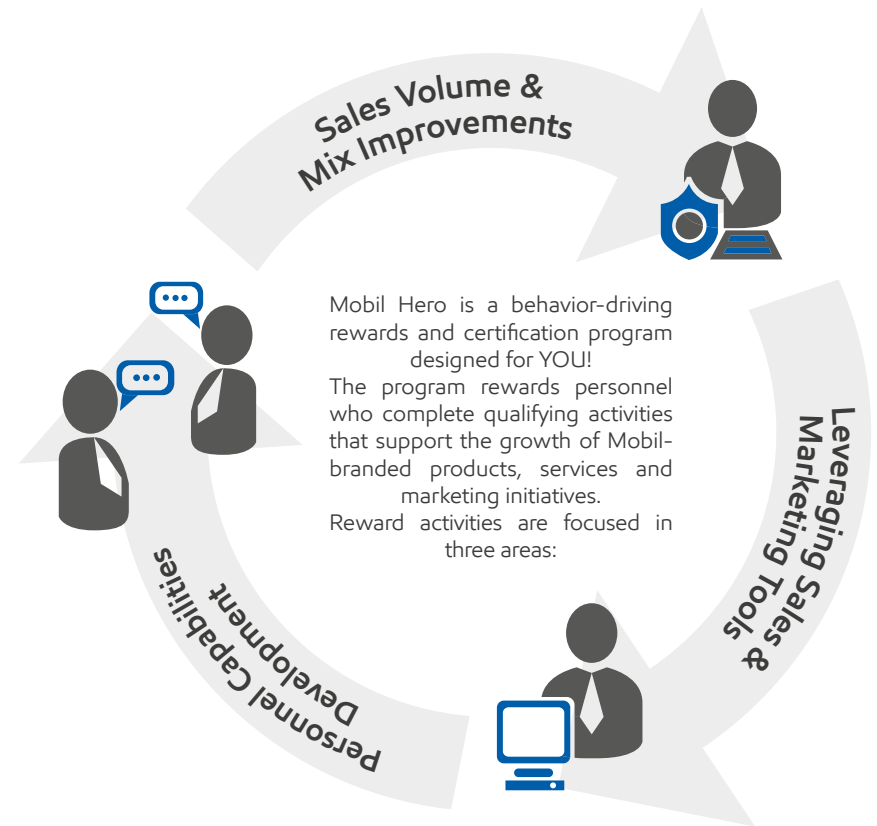


INDIA REGION
(Industrial)

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- HOW TO BE A MOBIL HERO
- KEY DATES FOR MOBIL HERO PROGRAM
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WHAT IS THE MOBIL HERO PROGRAM?





FIVE STEPS TO REWARDS

1. DISTRIBUTOR OPT-IN

- Distributor reviews and sends the signed Opt-In Agreement to the contact as stated in the opt-in agreement.
- Distributor nominates and submits list of respective personnel (DSR).

2. PERSONNEL ENROLLMENT

- Nominated personnel can look forward to receiving their Welcome email, which includes:
 - Program Portal Log-in ID and Password
 - Mobil Hero Introduction Package
 - Mobil Hero Program Terms & Conditions (T&Cs)
- Upon the first log-in, program participants are prompted to:
 - Change the password
 - Review and accept the Mobil Hero Terms & Conditions (T&Cs)
 - Enter and/or verify their names, distributor addresses and contact details
- All personal data provided will be handled appropriately in compliance with data privacy laws.



3. SUBMISSION & APPROVAL PROCESS

Qualifying Activities

Mobil Hero Rewards activities have been predetermined by ExxonMobil with established rewards values in the form of points.

Activity Submission & Approval

- Program participant submits completed activities and supporting details via the website.
- Designated ExxonMobil Approvers would then endorse submitted activities.
- Program participant receives email regarding Activity status (i.e. Approved/Denied).

4. REWARD REDEMPTION

- Simply log in to the site, choose your selections from the rewards catalogue and check out.
- Program participants can also track approved points at any time by logging in to the site.
- Reward points cannot be redeemed for cash and are not transferable.

5. REWARD DISTRIBUTION

- The redeemed reward will be sent to the program participant. The redemption vendor will notify the delivery information through email.



FIVE STEPS TO REWARDS



OPT-IN

- Distributor submit Opt-in Agreement
- Distributor provide list of Nominated Personnel



ENROLLMENT

- Nominated Personnel get registered into the program
- Personnel receives login details for program access
- Log in and activate the account



SUBMISSION AND APPROVAL

- Personnel completes and submit activities
- EM validates and approves submission
- Points earned in Personnel's account



REWARD REDEMPTION

- With sufficient points, Personnel redeems reward
- Redemption processed



DISTRIBUTION

- Personnel receives reward items at their delivery address
- Points balance and transactions updated in the system



HOW TO BE A MOBIL HERO

HOW CAN YOU PARTICIPATE?

- Check with your distributor management, who is responsible for signing the Opt-In Agreement and providing the list of program participants

MORE INFORMATION

- Visit Mobil Hero Rewards on DNet (Distributor Excellence / Distributor Programs) for more program information, including Distributor Opt-In Agreement, T&Cs, Navigation Instructions and links to the Mobil Hero website.
- Please direct any program-related questions to your ExxonMobil representative.
- For website support or gift card redemption and fulfillment questions contact Program Administrator
- Email: info@D-Hero.com

KEY DATES FOR MOBIL HERO PROGRAM

- Applicable program period would be from 1 July – 31 December 2017
- All activities must be submitted by 31 December 2017
- All activities approvals will close on 15 January 2018
- All points must be redeemed by 31 January 2018
 - Unredeemed points in personnel accounts after 31 January 2018 will be forfeited.

QUALIFYING ACTIVITY

| Activity Category | Activity | Points | Notes |
|--|---|---|--|
| Sales Volume & Mix Improvements *NBA = any customer who was billed the listed products for the 1st time in 2017 | IL - Gain New Account (NBA) with Flagship Product | 1000-3000L EYC = 600points >3000L EYC = 1000points | Verify that NBA submitted is reflected in PCI Tracker and has a least achieved the criteria. |
| | IL - Upgrade Account with Flagship Product | 1000-3000L EYC = 600points >3000L EYC = 1000points | Upgrade category applies for product upgrades for existing customer's existing applications |
| | IL - Gain New Account (NBA) with Premium Product | 5000-10000L EYC = 400points >10000L EYC = 700points | Verify that NBA submitted is reflected in PCI Tracker and has a least achieved the criteria. |
| | IL - Upgrade Account with Premium Product | 5000-10000L EYC = 400points >10000L EYC = 700points | Upgrade category applies for product upgrades for existing customer's existing applications |
| | IL - Gain New Account (NBA) with Mobil Grease | 1000-5000KG EYC = 600points >5000KG EYC = 1000points | Verify that NBA submitted is reflected in PCI Tracker and has a least achieved the criteria. |
| | IL - Upgrade Account with Mobil Grease | 1000-5000KG EYC = 600points >5000KG EYC = 1000points | Upgrade category applies for product upgrades for existing customer's existing applications |
| | | | |

QUALIFYING ACTIVITY

| Activity Category | Activity | Activity Details | Points | Supporting Documents | *Restrictions |
|---|--|--|--------|--|------------------------------|
| Leveraging Sales & Marketing Tools | IL - Proof of Performance (PoP) | Generate a Proof of Performance (POP) document | 1000 | POP | |
| | IL - Benefit Report | Create & document a Benefit Report for a New/Significant Customer Account | 750 | Benefit Report | |
| | IL - EB Leverage | Obtain New local EB endorsement supported by EM EB/Sales/ FES team | 750 | Local endorsement /approval letter copy | |
| | IL - EB Commercialization Leads Conversion | Convert leads received from EB commercialization (MMT, Toshiba) to business- 10 accounts | 500 | List of accounts converted from EB leads | |
| | IL - Regional Seminar Presentation | Present on a Subject in Regional Seminar for New/Potential Customers | 500 | 1) Pictures of presenter 2) Attendees registration list | |
| | IL - MSLA Accounts | Mobil Serv Lubricant Analysis (MSLA) samples 25# in program period or 4# per month | 500 | MSLA Report | |
| | IL - DSR registration on Mobil SHC Club | Register on Mobil SHC Club | 250 | Email from Mobil SHC Club to DSR/ DLE's email | One off submission only |
| | IL - Plant Study | Complete Plant Study Report for a new large Customer Account | 250 | Plant Study Report | |
| | IL - Technical Proposal | Create & document a Technical Proposal for a New/Significant Customer Account | 250 | Technical Proposal | |
| | IL - Local Lube Clinic | Conduct Local Clinic at New/Potential Customer Account | 250 | 1) Photo evidence 2) Signed attendees 3) Post-event assessment | |
| | IL - SME cluster mapping | Create cluster mapping for a SME cluster of minimum 30 new accounts | 250 | SME cluster mapping report | Up to 5 submissions per year |
| | IL - Mobil Performance App (MPA) | Use MPA for 100 minutes in a calendar month. Monthly report to be shared by FMA to SA, who can advise DSR's/DLE on their usage minutes | 500 | Email confirmation from SA | |
| | | | | | |
| | | | | | |

QUALIFYING ACTIVITY

| Activity Category | Activity | Activity Details | Points | Supporting Documents | *Restrictions |
|------------------------------------|-------------------------------|---|--------|----------------------|-------------------------|
| Personnel Capabilities Development | IL - BAT- SHC | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 500 | Certificate | One off submission only |
| | IL - BAT- Grease | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 500 | Certificate | One off submission only |
| | IL - BAT- Hydraulics | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 250 | Certificate | One off submission only |
| | IL - BAT- Gears And Couplings | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 250 | Certificate | One off submission only |
| | IL - BAT- Machine Shop | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 250 | Certificate | One off submission only |
| | IL - BAT- Compressors | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 250 | Certificate | One off submission only |
| | IL - Benefit Selling Skills | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 800 | Certificate | One off submission only |
| | IL - DPSPS | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 500 | Certificate | One off submission only |

QUALIFYING ACTIVITY

| Activity Category | Activity | Activity Details | Points | Supporting Documents | *Restrictions |
|------------------------------------|------------------------------|---|--------|----------------------|------------------------------|
| Personnel Capabilities Development | IL - DLE Academy | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 500 | Certificate | One off submission only |
| | IL - DELTA | Attend ExxonMobil classroom training (≥1 Day) available from ExxonMobil Training Guide for the current program year | 250 | Certificate | One off submission only |
| | IL - DPDP Completion | Completion of DPDP process in LMS for current year | 250 | Transcript | One off submission only |
| | IL - LMS e-Learns | Complete LMS e-Learns | 250 | Transcript | Up to 5 submissions per year |
| | IL - 3P Consultation service | SME Mfg and other priority sectors | 250 | Certificate | |