

CERTIFIED *Professionals* PROGRAM

FCA Performance Institute knows it's extraordinarily challenging to improve performance and elevate the customer experience. That's why for more than 35 years, the Certified Professionals Recognition Program has been in place, recognizing excellent sales personnel, after-sales personnel and technicians with the appreciation and rewards they deserve.



How the Program Works

Eligible participants who achieve any certification level receive a personalized certificate noting the accomplishment. Additionally, those who reach the Specialist or Master levels are awarded reward points which may be used to redeem for premium apparel and merchandise.



Eligible Participants

Positions with the following primary codes that are active as of December 31 of the current year at active dealerships are eligible to participate:

- Sales Consultants (position code 12)
- Sales Managers (position code 4)
- Commercial Sales (position codes 41 & 42)
- Service Managers (position codes 9, 17 & 33)
- Service Advisors (position codes 13 & 27)
- Parts Managers (position codes 8, 32 & 35)
- Parts Advisors (position codes 14 & 40)
- Warranty Administrators (position code 29)
- Technicians (position codes 18 & 23)
- Lube Specialists (position code 20)



Rewards and Recognition Criteria

Participants must complete training and performance requirements by Dec. 31. Points may be carried over, but they expire after two calendar years.

Redeeming Rewards*

Participants may redeem rewards points through the My FCA Rewards dashboard (DealerConnect > Training > FCA Performance Institute > MyFCARewards)



Finding Requirements

Official training and performance requirements can be found on the Learning Center website, located on DealerCONNECT under the Training tab. Program rules can also be found on the Learning Center under Resources > Recognition Programs > Certified Professionals.

*Refer to the rewards website for actual merchandise



2017 FCA Performance Institute Certified Professionals Recognition Program Rules Chrysler, Dodge, Jeep, Ram and FIAT Dealers

Requirements to qualify for recognition and rewards in the FCA Performance Institute Certification Recognition Program for personnel at Chrysler, Dodge, Jeep, Ram and FIAT dealerships.

Program Period

January 1, 2017 through December 31, 2017. The program rules are effective between these dates and will continue until modified, appended or terminated as applicable, at any time without notice or liability by FCA US LLC (FCA US) in its sole discretion.

Eligible Participants

Individuals with the following **primary** position codes: Sales Consultants (position code 12), Sales Managers (position code 4), Commercial Sales (position codes 41 and 42), Service Managers (position codes 9, 17 and 33), Service Advisors (position codes 13 and 27), Parts Managers (position codes 8, 32 and 35), Parts Advisors (position codes 14 and 40), Warranty Administrators (position code 29), Technicians (position codes 23 and 18) and Lube Specialist (position code 20) that are active as of 12/31/2017 at active Chrysler, Dodge, Jeep, Ram and FIAT dealerships.

Rewards and Recognition Criteria

Complete training requirements by December 31, 2017 as posted on the FCA Performance Institute Learning Center website located on DealerCONNECT under the Training tab. The last page of this document provides a summary of requirements for reference. Official requirements and progress can be obtained at any time by logging into the FCA Performance Institute Learning Center.

Awards and Rewards

Personnel will be notified in Q1 of 2018 if they have met the criteria to qualify in the program on the Certification tab of FCA Performance Institute Learning Center.

All personnel achieving any level of certification will receive a personalized certificate indicating their accomplishment.

Personnel achieving Specialist or Master Level Certification will be issued Certified Professionals reward points which may be used to redeem wardrobe and/or premium goods from the Certified Professionals Recognition website: www.Certprofs.com. Points and status will be loaded to this site in early Q2 2018. Points earned in the 2017 program year must be redeemed by the end of CY2019. Any points earned in 2017 and not used by the end of CY2019 will expire and no longer be redeemable. In addition to the points, award items will be supplied at the discretion of FCA US.

Ram Expert Recognition:

The Ram Expert recognition program continues for Sales Consultants (position codes 12 and 42) and is now available for Service Advisors (position codes 13 and 27) at Ram brand dealerships. This is an incremental recognition level over and above base level requirements. To qualify, the following requirements must be met:

- Attain quarterly Incentive Eligibility – see the FCA Performance Institute Learning Center for specific requirements
- Completion of incremental courseware and exam – see the FCA Performance Institute Learning Center for specific requirements
- Lapel pins will be distributed on a quarterly basis to those that achieve the above requirements
- To obtain additional Certified Professional reward points, 2017 Certification requirements must be achieved by 12/31/17 in addition to the above Ram Expert requirements. Those achieving all requirements will be awarded with incremental Certified Professionals reward points in Q2 2018

Specialist and Master Level Requirements

In addition to training completion, the following requirements are mandatory to meet the advanced levels of Specialist or Master.

Sales Consultant Requirements:

To attain Specialist Level Certification, in addition to training requirements and CY2017 sales requirement of 84 units (Type 1, L, B, E and 3 non-VIP), Sales Consultants must:

- Achieve a 3-month or 12-month Sales Consultant Recommend score ([On a scale of 0-10, please rate your overall experience with your Sales Consultant](#)) in the top 50% for all Sales Consultants with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Customer Experience surveys returned during CY2017 per Table 1 below

To attain Master Level Certification, in addition to training requirements and CY2017 sales requirement of 120 units (Type 1, L, B, E and 3 non-VIP), Sales Consultants must:

- Achieve a 3-month or 12-month Sales Consultant Recommend score ([On a scale of 0-10, please rate your overall experience with your Sales Consultant](#)) in the top 50% for all Sales Consultants with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Customer Experience surveys returned during CY2017 per Table 1 below

Table 1 – Minimum Survey Return Requirement

Planning Potential Group size as of 12/31/17	A	B	C	D	E
3-month Score (Q4)	4	4	7	7	7
12-month Score (annual)	16	16	28	28	28

Commercial Sales Consultant Requirements:

To attain Commercial Specialist Level Certification, in addition to training requirements, Sales Consultants must meet CY2017 sales requirement of 84 units (Type 1, L, B, E and 3 non-VIP)

To attain Commercial Master Level Certification, in addition to training requirements, Sales Consultants must meet CY2017 sales requirement of 120 units (Type 1, L, B, E and 3 non-VIP)

Service Advisor Requirements:

To attain Specialist Level Certification, in addition to training requirements, Service Advisors must:

- Achieve a 3-month or 12-month Individual Service Recommend/Advocacy score (On a scale of 0-10, how satisfied are you with the overall experience with your Service Advisor) in the top 50% for all dealers with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Customer Experience surveys returned during CY2017 per Table 2 below

To attain Master Level Certification, in addition to training requirements, Service Advisors must:

- Achieve a 3-month or 12-month Individual Service Recommend/Advocacy score (On a scale of 0-10, how satisfied are you with the overall experience with your Service Advisor) in the top 30% for all dealers with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Customer Experience surveys returned during CY2017 per Table 2 below

Table 2 – Minimum Survey Return Requirement					
Planning Potential Group size as of 12/31/17	A	B	C	D	E
3-month Score (Q4)	4	8	10	12	15
12-month Score (annual)	16	30	40	50	60

Service and Parts Manager, Parts Advisor and Warranty Administrator Requirements:

To attain Specialist Level Certification, in addition to training requirements, After Sales personnel must:

- Achieve a 3-month or 12-month Dealer Service Recommend/Advocacy score (On a scale of 0-10, how likely are you to recommend [DEALER] for service to a friend or colleague) in the top 50% for all dealers with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Customer Experience surveys returned during CY2017 per Table 3 below

To attain Master Level Certification, in addition to training requirements, After Sales personnel must:

- Achieve a 3-month or 12-month Dealer Service Recommend/Advocacy score (On a scale of 0-10, how likely are you to recommend [DEALER] for service to a friend or colleague) in the top 30% for all dealers with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Customer Experience surveys returned during CY2017 per Table 3 below

Table 3 – Minimum Survey Return Requirement					
Planning Potential Group size as of 12/31/17	A	B	C	D	E
3-month Score (Q4)	12	25	31	37	43
12-month Score (annual)	50	100	125	150	175

Technician Requirements CDJR:

Technicians will qualify for Specialist or Master Level through required course completion. Technicians that attain Specialist or Master Level and meet the following Fixed First Visit requirements will receive additional points for redemption:

- Achieve a 3-month or 12-month Dealership FFV score ([Thinking about only your most recent service experience, were all your service needs completed correctly on the first visit](#)) in the top 50% of all dealers with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Fixed First Visit surveys returned during CY2017 as follows:

Planning Potential Group size as of 12/31/17	A	B	C	D	E
3-month Score (Q4)	12	25	31	37	43
12-month Score (annual)	50	100	125	150	175

Technician Requirements FIAT:

Technicians will qualify for Master Level through required course completions. Technicians that attain Master Level and meet the following Fixed First Visit requirements will receive additional points for redemption:

- Achieve a 3-month or 12-month Dealership FFV score ([Thinking about only your most recent service experience, were all your service needs completed correctly on the first visit](#)) in the top 50% of all dealers with qualifying survey return counts as of 12/31/17 at current dealer
- Have a minimum number of Fixed First Visit surveys returned during CY2017 as follows:

Planning Potential Group size as of 12/31/17	A	B	C	D	E
3-month Score (Q4)	12	25	31	37	43
12-month Score (annual)	50	100	125	150	175

Training Completions

Any questions regarding 2017 training completions must be directed to the FCA Performance Institute hotline prior to January 31, 2018. Exceptions regarding 2017 certification will not be reviewed after January 31, 2018.

Contact Information

For questions regarding training requirements, certification or technical issues with courses, contact the FCA Performance Institute hotline at 888-321-4321.

For questions regarding recognition rewards, contact FCA Performance Institute Certified Professionals Program Headquarters at 800-849-4235.

2017 FCA Performance Institute Certified Professionals Sales and After Sales Recognition Program Requirements Summary

Sales	Commercial Sales	After Sales CDJR	After Sales FIAT
Master Certified:	Master Certified:	Master Certified:	Master Certified:
Sales Consultants <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • Sell 120 new vehicles by year end (Type 1, L, B, E and 3 non-VIP) • 3-month or 12-month Sales Consultant Recommend ("Overall Sales Consultant % 9-10") score in top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page two of rules 	Sales Consultants <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • Sell 120 new vehicles by year end (Type 1, L, B, E and 3 non-VIP) 	Service and Parts Managers <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • Attend Spring and Fall 20 Group sessions Service and Parts Advisors <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 Warranty Administrators <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 All Positions <ul style="list-style-type: none"> • 3-month or 12-month Dealer (Individual for Service Advisors) Service Recommend/Advocacy score in the top 30% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page three of rules 	Service and Parts Managers <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 Service and Parts Advisors <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 Warranty Administrators <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 All Positions <ul style="list-style-type: none"> • 3-month or 12-month Dealer (Individual for Service Advisors) Service Recommend/Advocacy score in the top 30% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page three of rules
Certified Specialist:	Certified Specialist:	Certified Specialist:	Certified Specialist:
Sales Consultants <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • Sell 84 new vehicles by year end (Type 1, L, B, E and 3 non-VIP) • 3-month or 12-month Sales Consultant Recommend ("Overall Sales Consultant % 9-10") score in top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page two of rules 	Sales Consultants <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • Sell 84 new vehicles by year end (Type 1, L, B, E and 3 non-VIP) 	All Positions <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • 3-month or 12-month Dealer (Individual for Service Advisors) Service Recommend/Advocacy score in the top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page three of rules 	All Positions <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 • 3-month or 12-month Dealer (Individual for Service Advisors) Service Recommend/Advocacy score in the top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page three of rules
Ram Expert:	Ram Expert:	Ram Expert:	NA
Sales Consultants at Ram dealers <ul style="list-style-type: none"> • Achieve quarterly Incentive Eligibility (Level 0 through Level 1) • Complete Ram Expert Courses • Pass Ram Expert Exam • Achieve year-end Certification to receive reward points 	Sales Consultants at Ram dealers <ul style="list-style-type: none"> • Achieve quarterly Incentive Eligibility (Level 0 through Level 1) • Complete Ram Expert Courses • Pass Ram Expert Exam • Achieve year-end Certification to receive reward points 	Service Advisors at Ram dealers <ul style="list-style-type: none"> • Achieve quarterly Incentive Eligibility (Level 0 through Level 1) • Complete Ram Expert Courses • Pass Ram Expert Exam • Achieve year-end Certification to receive reward points 	
Certified:	Certified:	Certified:	Certified:
Sales Consultants and Managers <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 	Sales Consultants and Managers <p>Complete all required courses Level 0 through Level 3</p>	All Positions <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3 	All Positions <ul style="list-style-type: none"> • Complete all required courses Level 0 through Level 3

2017 FCA Performance Institute Certified Professionals Technician Recognition Program Requirements Summary

Technician CDJR	Technician FIAT
Master Certified:	Master Certified:
<ul style="list-style-type: none"> • Complete all Certified Technician courses and Master Tech requirements • Qualify as a Specialist in all Skill Areas related to Master category including ASE Certification requirements <p>Powertrain Master</p> <ul style="list-style-type: none"> • See FCA Performance Institute Learning Center for requirements <p>Electrical Master</p> <ul style="list-style-type: none"> • See FCA Performance Institute Learning Center for requirements <p>Chassis Master</p> <ul style="list-style-type: none"> • See FCA Performance Institute Learning Center for requirements <p>FFV Bonus – opportunity to win additional reward points by achieving Master requirements and the following Customer Experience qualifiers</p> <ul style="list-style-type: none"> • 3-month or 12-month Dealer FFV score in the top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page four of rules 	<ul style="list-style-type: none"> • Complete all 6 Skill Areas <ul style="list-style-type: none"> - All Core courses through Level 3 - All applicable course updates - All New Technology courses - Pass online Level 2 Certification Assessments • Complete an additional WEB course <ul style="list-style-type: none"> - Technician Documentation Requirements <p>FFV Bonus – opportunity to win additional reward points by achieving Master requirements and the following Customer Experience qualifiers</p> <ul style="list-style-type: none"> • 3-month or 12-month Dealer FFV score in the top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page four of rules
Certified Specialist:	Certified Specialist:
<ul style="list-style-type: none"> • Complete all Certified Technician courses and Master Tech requirements • Complete at least 1 of 7 Skill Areas <ul style="list-style-type: none"> - All Core courses through Level 3 - All applicable course Updates - All New Technology courses - ASE Certification in same Skill Area(s) - Pass online Level 2 Certification Assessment <p>FFV Bonus – opportunity to win additional reward points by achieving Specialist requirements and the following Customer Experience qualifiers</p> <ul style="list-style-type: none"> • 3-month or 12-month Dealer FFV score in the top 50% of all qualifying dealers as of 12/31/17 • Meet minimum survey return count – see page four of rules 	Not Applicable
Certified:	Certified:
<p>Service Technician</p> <ul style="list-style-type: none"> • Complete at least 1 of 7 Skill Areas <ul style="list-style-type: none"> - All Core courses through Level 2 - All applicable course Updates - All New Technology courses - Pass online Level 2 Certification Assessment • Complete two additional WEB courses: <ul style="list-style-type: none"> - CNG Vehicle Safety - Technician Documentation Requirements • Complete 9 of 13 Master Tech online post-tests <p>Lube Specialist</p> <ul style="list-style-type: none"> • See FCA Performance Institute Learning Center for requirements 	<p>Service Technician</p> <ul style="list-style-type: none"> • Complete at least 1 of 6 Skill Areas <ul style="list-style-type: none"> - All Core courses through Level 2 - All applicable course Updates - All New Technology courses - Pass online Level 2 Certification Assessment • Complete an additional WEB course: <ul style="list-style-type: none"> - Technician Documentation Requirements



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ANNOUNCING THE 2017

Recognition Program

NEW FOR 2017
Service Advisors
now eligible!



INVEST IN YOUR SUCCESS

- Over 1,400 Retail Professionals earned the prestigious Ram Expert designation in 2016
- Earning the Expert designation is an excellent way to invest in your career, enhance your credibility and obtain the rewards and recognition knowledgeable professionals deserve

INCREASED KNOWLEDGE... EARLY RECOGNITION... REWARD POINTS... IN FOUR STEPS

STEP 1
FULFILL CURRENT YEAR ELIGIBILITY REQUIREMENTS

ELIGIBILITY REQUIREMENTS

- Must be a current Sales Consultant (CDJRF position code 12), Commercial Sales Consultant (CDJRF position code 42) or Service Advisor (CDJRF position codes 13 and 27)
- For more details, an FAQ document can be found on the FCA Performance Institute Learning Center: Resources > Recognition Programs > Expert Programs > Ram Expert

STEP 2
COMPLETE RAM EXPERT CURRICULUM

- Go to your Certification Plan
- Click on the Display drop down
- Select 2017 Ram Expert Requirements

Complete the following courses:

STEP 3
PASS RAM EXAM AND RECEIVE LAPEL PIN!

- Complete the 2017 RAM Exam with a **passing score of 80 percent**
- Lapel pin distribution occurs on a quarterly basis to those who qualify

Note: If you are already a 2016 Ram Expert, simply complete the new exam to maintain your status. Complete 2017 Certification requirements to receive extra FCA Performance Institute Reward Points.

STEP 4
ACHIEVE CERTIFICATION IN 2017 AND EARN REWARD POINTS

Upon achieving Certified status by December 31, 2017, Ram Experts will receive FCA Performance Institute Reward Points to spend on valuable merchandise.

COURSE NAME	CODE
Fundamental Towing and Job Rating with iShowroomPRO	SSJR03WB
Advanced Job Rating with iShowroomPRO	SSJR04WB
Working with Upfitters	SSWWUPWB
Truck Foundations - Part 1	SSTF01WB
Truck Foundations - Part 2	SSTF02WB
2017 RAM Exam 	RAMEXAM17

IF YOU WANT TO STAND OUT FROM THE CROWD...

THE RAM EXPERT LAPEL PIN IMMEDIATELY IDENTIFIES YOU AS AN ELITE AND KNOWLEDGEABLE TRUCK PROFESSIONAL.



BECOME A RAM EXPERT

- ✓ ENHANCE YOUR PROFESSIONALISM
- ✓ INCREASE YOUR KNOWLEDGE

FCA
FIAT CHRYSLER AUTOMOBILES

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Frequently Asked Questions

2017 Ram Expert Frequently Asked Questions

- 1. What is a Ram Expert?** A Ram Expert is a trained Retail Professional who has committed to completing incremental Ram-specific curricula and has demonstrated Ram-product proficiency.
- 2. What position codes are eligible to become a Ram Expert?** Retail Sales Consultant – Position Code 12, Commercial Sales Consultant – Position Code 42 and Service Advisor – Position Codes 13 and 27.
- 3. What does Ram Expert mean to me?** Ram Experts are considered an elite group of professionals who are proficient in Ram product knowledge and cater to Ram customers. Ram Experts are awarded a Ram Expert lapel pin and incremental FCA Performance Institute Reward Points. (See program rules for complete details on the Learning Center at Resources > Recognition Programs > Expert Programs > Ram Expert)
- 4. How do I become a Ram Expert in 2017?** To obtain your Ram Expert lapel pin you must complete all required Ram Expert courseware and pass a comprehensive Ram Exam with an 80% or higher score. (Note: All Ram Expert courseware is a prerequisite of the Ram Exam.) To achieve incremental Ram Expert Reward Points, you must complete 2017 annual certification requirements (Levels 0-3) by 12/31/17. * *Must be employed at an FCA Group Dealer through December 31, 2017.*
- 5. When do I receive my Ram Expert lapel pin and rewards?** Lapel pin distribution will occur on a quarterly basis to those who qualify. To qualify for Ram Expert Reward Points, 2017 annual certification must be achieved by 12/31/17. Communication regarding 2017 Reward Points distribution is announced in the first quarter of 2018.
- 6. Where do I redeem my Ram Expert Reward Points?** All FCA Performance Institute Reward Points including points earned for becoming a Ram Expert are redeemed through the MY FCA Rewards dashboard (DealerCONNECT>Training>FCA Performance Institute>MYFCARewards). Reward Points can be combined with other earned points and can be used on wearables, products, etc.
- 7. I'm new. Can I become a Ram Expert?** Yes, if all criteria are completed you can achieve Ram Expert in your first year.
- 8. How long am I a Ram Expert?** Ram Expert is based on each calendar year's criteria. To maintain Ram Expert, you must complete each year's criteria.
- 9. If I was a Ram Expert in 2016, does that carry over into 2017?** No. Must pass new Ram Exam.

- 10. If I become a Ram Expert in 2017, how do I become a Ram Expert next year?** To maintain your Expert status, you will need to complete any new courseware and pass the Ram Exam each year along with training requirements.
- 11. Where do I go to get started?** Go to your Certification Plan, click on the Display drop down and select “2017 Ram Expert Requirements.”
- 12. What are the extra courses I need to complete to achieve Ram Expert?** Always refer to the “2017 Ram Expert Requirements” drop down in your Certification Plan on the LMS. In 2017 there are five courses and one Ram Exam.
- 13. Is the Ram Exam required every year?** Yes, to achieve Ram Expert you will need to take the Ram Exam every year in addition to any new courseware.