

DATE: May 2017

TO: Dealer Principals, General Managers, Sales Managers, Commercial Sales Managers, Service Managers, Sales Consultants, Commercial Sales Consultants and Service Advisors

SUBJECT: Become a Ram Expert through FCA Performance Institute's Recognition Program

Qualifying Sales Consultants and Service Advisors are invited to set themselves apart from their peers by participating in the Ram Expert program from FCA Performance Institute. If you want to sell more Ram Trucks and Vans, being recognized as a Ram Expert is the best way to stand out from the crowd.

4 Steps to Become a Ram Expert

1. Fulfill Current Year 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 or 27)
- Achieve Incentive Eligibility training requirements (Levels 0 and 1)

2. Complete the Ram Expert Curriculum

- Go to your **Certification Plan**
- Click on the **Display** drop down
- Select **2017 Ram Expert Requirements**
- **Complete the following courses:**

Course Name	Code	Date Available
• Fundamental Towing and Job Rating with iShowroomPRO	SSJR03WB	Available NOW
• Advanced Job Rating with iShowroomPRO	SSJR04WB	Available NOW
• Working with Upfitters	SSWWUPWB	Available NOW
• Truck Foundations - Part 1	SSTF01WB	Available NOW
• Truck Foundations - Part 2	SSTF02WB	Available NOW
• 2017 RAM Exam	RAMEXAM17	Available NOW

3. Pass the Ram Exam and receive your **Ram Expert 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 Ram Exam to maintain your status. Complete 2017 Certification requirements to receive extra FCA Performance Institute Reward Points.

4. Achieve Certification in 2017

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

For more details, please review the attached Ram Expert Recognition Program brochure, or you can reference the FAQ located on the FCA Performance Institute Learning Center: **Resources > Recognition Programs > Expert Programs > Ram Expert.**

FCA Performance Institute