

# 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   | 2   | 3   | 4   |
|------|---|---|---|---|
|      | <b>FULFILL CURRENT YEAR ELIGIBILITY REQUIREMENTS</b>  | <b>COMPLETE RAM EXPERT CURRICULUM</b>   | <b>PASS RAM EXAM AND RECEIVE LAPEL PIN!</b>   | <b>ACHIEVE CERTIFICATION IN 2017 AND EARN REWARD POINTS</b>   |
|      | <b>ELIGIBILITY REQUIREMENTS</b> <ul style="list-style-type: none"><li>• 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)</li><li>• For more details, an FAQ document can be found on the FCA Performance Institute Learning Center: <a href="#">Resources &gt; Recognition Programs &gt; Expert Programs &gt; Ram Expert</a></li></ul> | <ul style="list-style-type: none"><li>• Go to your <b>Certification Plan</b></li><li>• Click on the <b>Display</b> drop down</li><li>• Select <b>2017 Ram Expert Requirements</b></li></ul> | <ul style="list-style-type: none"><li>• Complete the 2017 RAM Exam with a <b>passing score of 80 percent</b></li><li>• Lapel pin distribution occurs on a quarterly basis to those who qualify</li></ul> <p><b>Note:</b> 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.</p> | <p>Upon achieving Certified status by December 31, 2017, Ram Experts will receive FCA Performance Institute Reward Points to spend on valuable merchandise.</p> |

**Complete the following courses:**

| 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

PERFORMANCE  
INSTITUTE





# 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.