



October, November, and December 2021 Fixed Operations Employee Incentive: Tires SPIFF

Updated Date: Sep 28, 2021 18:00 ET

EXTENSION OF THE PROGRAM THROUGH DECEMBER 31, 2021 FOR TIRES

Description

The Fixed Operations Employee Incentive Program (Service Advisor earnPOWER Spiff) has been extended through December 2021:

- Tires are one of the featured products for October, November, and December 2021 with the following point values:
 - Bridgestone, Continental, and General Tires will earn 5 points each (maximum 30 points per CP RO)
 - Goodyear, Michelin, and Pirelli Tires will earn 4 points each (maximum 24 points per CP RO)
 - BF Goodrich and Firestone Tires will earn 3 points each (maximum 18 points per CP RO)
 - Dunlop, Hankook, Kelly, and Uniroyal Tires will earn 2 points each (maximum 12 points per CP RO)
- Service Advisors must be mapped correctly in earnPOWER.
- Enrollment in the 2021 Mark of Excellence (MOE) Program is recommended but **NO LONGER REQUIRED**.
- Dealership BAC (Business Associate Code) monthly objectives have been replaced with a Service Advisor-level monthly objective of 24 units for October, November, and December.
- Once the monthly Service Advisor objective and qualifications (below) are met, earnPOWER points will be issued for what they sold.
- Service Advisor objectives on Tires will populate starting September 29, 2021.

Effective Date

ROs must be closed, from the DMS provider, October 1 – December 31, 2021.

Incentive

Tire Category	Points
Bridgestone, Continental, and General Tires	5 earnPOWER points/max 30 per CP RO*
Goodyear, Michelin, and Pirelli Tires	4 earnPOWER points/max 24 per CP RO*
BF Goodrich and Firestone Tires	3 earnPOWER points/max 18 per CP RO*
All Other Program Brand Tires	2 earnPOWER points/max 12 per CP RO*

* = Only October, November, and December 2021

Qualifications (See additional information below)

- Service Advisor meet or exceed monthly objective of 24 units⁽¹⁾
- Service Advisor is correctly mapped in earnPOWER⁽²⁾
- Service Advisor is recommended to be enrolled in the 2021 MOE Program⁽³⁾
- All ROs that contain part costs that are not within 20% of the actual cost charged by GM to the Dealer will not qualify for this promotion due to data validation purposes⁽⁴⁾
- GM Part number⁽⁵⁾
- Due to data sharing agreements, not all ROs will qualify for this promotion⁽⁶⁾
- Tires must have been purchased through the GM Tire Program
- Includes Customer Pay (CP) repair orders (ROs) must be closed October 1 – December 31, 2021 (monthly)

Order Input

N/A

Additional Information

(1) Each Service Advisor is given a 24-unit objective for Tires. Once the Service Advisor objective is met, the correctly mapped Service Advisor will be paid for what they sold. For example, if a Service Advisor sold 24 Tires in October 2021, then that Service Advisor would earn points* (based on above chart) for October 2021. If a Service Advisor only sold 23 Tires in October, then that Service Advisor would not earn any points for October.

(2) Fixed Operations employees must have their DMS/Service Advisor IDs correctly mapped on the earnPOWER site. Please note the field "DMS ID" in earnPOWER is not your BAC code, GMIN, or DMS provider name, this is the code that is your specific DMS identification code in the repair order. If assistance is needed, please call the earnPOWER Help Desk at 1-800-637-3384.

(3) Dealership should be enrolled in the 2021 MOE Program prior to October 1, 2021 but it is not required to participate in this incentive.

It is recommended that Fixed Operations employees be enrolled in the 2021 MOE Program in order to complete required training and potentially earn MOE benefits. This means the Service Advisor is not required to be enrolled in the MOE Service Consultant Roster in order to be eligible to earn points.

(4) All ROs that contain part costs that are not within 20% of the actual cost charged by GM to the Dealer will not qualify for this promotion due to data validation purposes. The part cost on the RO is the cost of the part the Dealer has booked in the DMS. For example, if GM charges the Dealer \$100 for Part A but the part cost entered into the DMS is \$75, the sale of Part A would not qualify for this promotion because the part cost entered is not within the 20% threshold. Conversely, if the part cost is entered into the DMS at \$125, the sale of Part A would not qualify for this promotion because the part cost entered is also not within the 20% threshold. The parts cost is used as one way to identify GM parts on a RO when the part number cannot be verified as a GM part. Please ensure that the costs for the spiffed products are reflected correctly in your DMS .

(5) If the part number is not a recognized GM part, then the RO will not qualify for this promotion. Some Dealers are placing letters and/or other prefixes in front of a GM part number; this will not be recognized (same type of issue we see with Dealer Sales Loyalty in RIM when the part number is not recognized).

(6) Due to data sharing agreements, not all ROs will qualify for this promotion, i.e., Dealer doesn't share non-GM ROs, then this promotion will not payout on this. Dealers that are currently sharing non-GM VIN info will allow the Service Advisor to be paid on this promotion. Also, all ROs must be closed within 5 business days of the following month in order for it to be counted.

Special Note: GM reserves the right to audit the program at any time. Also, GM reserves the right to cancel or amend this program at any time. Misuse of this GM product Spiff will disqualify you and your Dealership's participation.

About this Article

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