



2018



CELEBRATING 20 YEARS OF EXPERTISE

2018 marks the 20th Year of Expert Plus® offering one of the most well-respected loyalty programs in the automotive aftermarket industry. We have a whole new look... we've re-energized and revitalized the program to support your customers with the tools and know-how.

The 2018 Expert Plus program allows you to benefit from increased parts sales while establishing closer relationships with your Service Professionals.

Our suite of support and digital tools lets you stay connected and easily access all program content, see your points and get the information on the go.

This year's program provides the tools to drive sales and profits for you and your business.

Your support of Expert Plus is a big part of it's success!

THE EXPERT PLUS KIT

Provides exciting point-of-sale materials and sales building tools to promote and drive traffic to your customer's door. This year, we are featuring the Monroe Illuminated Wall Sign that showcases the importance of ride control replacement and vehicle maintenance for driving safety. We're also including consumer educational materials and handouts talking about how replacing worn components could affect the vehicle's ride and handling characteristics.

EXPERT PLUS app

Download and access anywhere.

eSTORE

The new eStore on expert-plus.com offers you and your enrolled members the opportunity to purchase branded apparel and merchandising tools with your credit card or Expert Plus points.

ENROLLMENT

For speed, ease and convenience, enter enrollments online. Plus, you will earn points, too!

EASY ONLINE ACCESS

Check the dynamic reporting at expert-plus.com to follow the activities and progress of your customers.

PROMOTION SAMPLES

Receive samples of all the consumer promotions that your customers receive.

WD/JOBBER SALESPERSON GUIDE 2018
expert-plus.com

2018



REWARDING POINTS PROGRAM

ENROLLMENTS

- The more service professionals you enroll, the more you earn! Refer to the chart (below) to see how much you can earn.

COMEBACK REWARDS

- Enroll a Service Professional in the 2018 program who had enrolled in 2016 – but did not enroll in 2017 – and earn an additional **200 Comeback Reward Points!**

20% OVERRIDE

- Earn **20%** of the value of the end tab points submitted by your Service Professionals. Encourage your Service Professionals to promptly submit their end tabs.

ENROLLMENT AND BONUS POINTS

Each Enrollment	175 Points
Each Online Enrollment	50 Points
Each Renewal	250 Points

(Service Professional enrolled in the 2017 Expert Plus program that renews in the 2018 program)

BONUS POINTS AT EACH LEVEL

10 Enrollments	200 Points
15 Enrollments	250 Points
20 Enrollments	700 Points
30 Enrollments	800 Points
40 Enrollments	1,000 Points
50 Enrollments	2,000 Points
100 Enrollments	3,000 Points

NEW eLEARNING CURRICULUM



- Emphasis on inspection and diagnostic information
- Focus on fact-based service recommendations
- Learn to identify replacement opportunities
- Emphasis on Safety and Technology
- Address common consumer objections
- Earn **1000** points for each training module you successfully complete that is offered through the Expert Plus Learning Program

MERCHANDISING VISITS

- Be sure your customers display the Expert Plus items and promotional materials and earn **100** points for visits to Service Professional locations.
- Limited to four (4) Expert Plus visits and one (1) visit per consumer promotion.

ONLINE REWARDS

- Redeem the points you earn on the items you want. The online rewards catalog contains hundreds of items. The Expert Plus eStore also offers branded apparel and merchandise.
- The online rewards program ends **November 30, 2018**.
- All end tab deposits and merchandising scorecards must be received at Program Headquarters by **November 13, 2018**.
- Points expire **November 30, 2018**.

Visit expert-plus.com for complete program rules.

Write to us at:
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 Mon. - Fri.: 8:00 a.m. - 8:00 p.m. EST
 Sat.: 8:00 a.m. - 5:00 p.m. EST

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Tenneco Automotive
Operating Company Inc.
 Printed in U.S.A.
 TEN-1002-0917