



Volkswagen Sales Guild Ring Program

Distributor Name: Imperial Marketing

The objective of this ring program was to recognize achievement of targeted Dealer sales volume growth and Dealer customer satisfaction rating targeted improvements. First time qualifiers received a custom Volkswagen sterling silver ring with a blue center stone and emblem under the stone. Dealers achieving targeted goals in subsequent years received a personal letter of congratulations from the President of Volkswagen U.S.A., as well as a diamond upgrade kit with instructions on returning their current ring for a diamond addition.

Dion was present as the Distributor made his presentation and provided operational support as required. The design presentation was well received and led to an expedited design decision. Dion also performs many of the administrative services surrounding the receipt and return of award ring to recipients. The Distributor's contact made an introductory program presentation in Puerto Rico and received a standing ovation. Each Dealer received a ring and diamond level retroactively to the start of the program, another enthusiastically received and unexpected bonus.