



# 2012 BUSINESS CHOICE DEALER GUIDE





Complete, Full-Frame Steel Utility Rack by TracRac  
Gullwing Toolbox by UWS



Hard Folding Tonneau Cover with Optional Personal Caddy by Fold-a-Cover



Single-Lid Deep-Well Toolbox by UWS



Half-Steel Utility Rack by TracRac  
Single Lid Deep-Well Toolbox by UWS

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# Overview

This guide provides an easy to follow road map for filing Chevrolet and GMC Accessories Option A and Option B Business Choice claims.

## WHAT IS THE GM BUSINESS CHOICE PROGRAM?

GM Business Choice is an incentive program designed specifically for eligible business owners that purchase or lease new eligible Chevrolet or GMC trucks and vans and use these vehicles in their day-to-day business operations, not solely for transportation purposes.

### OPTION A

Four (4) no-charge, work-ready accessory packages are available for Chevrolet Silverado and GMC Sierra trucks.

<b>Toolbox Package</b>	Under-Rail Bedliner Bed Rail Protectors Stationary Toolbox <b>Labor Payment \$97</b>	\$974 MSRP
<b>Oval Step Package</b>	Under-Rail Bedliner Bed Rail Protectors 6" Oval Assist Steps <b>Labor Payment \$122</b>	\$1059 MSRP
<b>Round Step Package</b>	Under-Rail Bedliner 3" Round Assist Steps Bed Rail Protectors <b>Labor Payment \$122</b>	\$849 MSRP
<b>Tonneau Cover Package</b>	Tri-Fold Soft Tonneau Cover 3" Round Assist Steps Bed Rail Protectors <b>Labor Payment \$113</b>	\$1095 MSRP

### OPTION B

Upfit cash options for your eligible Chevrolet and GMC full-size trucks.

Receive up to \$500 toward your eligible vehicle when you install at least \$500 of eligible upfit equipment on full-size Chevrolet and GMC trucks.

See page 7 for a list of eligible accessories.

## CUSTOMER ELIGIBILITY VERIFICATION:

*You must be able to answer yes to all of these questions:*

- 1 Is the customer a business owner?
- 2 Will the vehicle be used in the day-to-day operation of the business?
- 3 Can the customer provide one of the following eligible business documents?
  - GM Fleet Account Number (FAN)
  - DBA (Doing Business As)
  - Sales Tax License
  - State Business License or State/Federal Business Tax ID Certificate
  - State Occupational License for Trade (Example: plumbers, electricians, contractors, etc.)
  - Municipalities (In lieu of bid assistance. Vehicle must be in the name of the municipality)
  - Municipal Business License
  - Prior-Year Schedule C (Form 1040) or Schedule F (Form 1040 – Farmers ONLY)
  - Crop or Livestock Insurance
  - Federal Land Use Restriction and/or Land Grant Subsidiary Documentation
  - Lowe's Home Improvement Authorized Installer Vendor Number
  - State Real Estate License
  - Commercial/Farmers General Liability Insurance Policy/Public Liability Insurance Policy and/or Workmen's Compensation Insurance Policy
  - State or Federal Authorized Business Website (must have .gov website address)



# Filing a GM Business Choice Accessory Claim

- 1 Log into GM Global Connect at [www.gmglobalconnect.com](http://www.gmglobalconnect.com)
- 2 Click on Workbenches menu, and then click on Business Administration and Sales & Incentives.



- 3 Click on GM Business Choice.

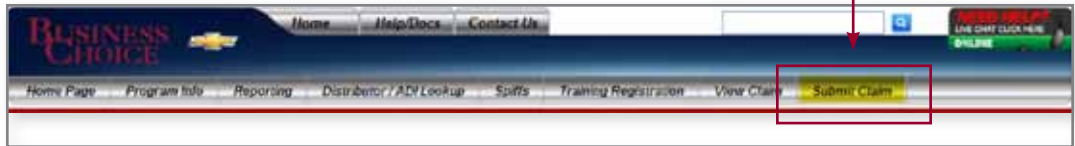


- 4 Click on the 2012 GM Business Choice button.

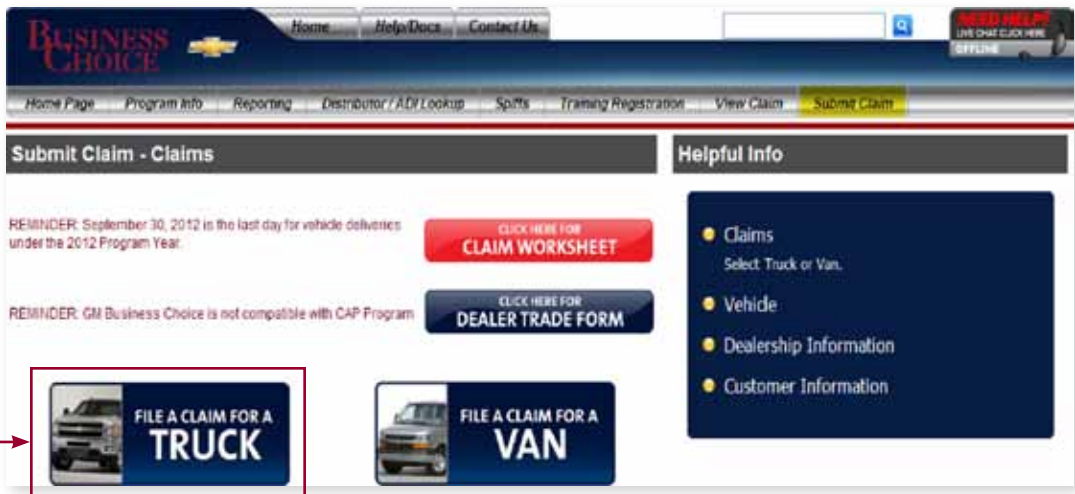


# Filing a GM Business Choice Accessory Claim

5 Click on Submit Claim at the top navigation to file a claim.



6 Click on the Truck button.



7 On the Submit Claim Vehicle page, submit the VIN, Model Number and Delivery Date. Select Option A or B, then click Next.

A screenshot of the 'Submit Claim - Vehicle' form. The form is titled 'Please enter the following information:' and contains the following fields:

- \*VIN: 3GCPKTE3XBG385028
- \*Model Number: CK10543
- \*Option: A list of radio button options:
  - Option A - GM Accessories
  - Option B - \$500 GM Accessories Upfit Cash
  - Option B - \$1000 Upfit Cash
  - Option C - \$500 Lowes Gift Card
  - Option D - \$500 GM Business Card (Credit Card)
  - Option E - \$500 Customer Rewards
- \*Delivery Date: 04/17/2012

At the bottom of the form are three buttons: 'PREVIOUS', 'NEXT', and 'CANCEL'. A red arrow points from the instruction above to the 'NEXT' button.

# Filing a GM Business Choice Accessory Claim

## DEALER INFORMATION

8 If the fields are not pre-populated based on your dealership's BAC, enter the Dealership Information. When the form is complete, click Next.



The screenshot shows the 'Submit Claim - Dealership Information' form. The form is pre-filled with the following information:

- VIN: 1GCRKTE71CF101980
- Series Name: SILVERADO K1500 LTZ
- Model Number: DK10540
- Delivery Date: 5/22/12
- Program Year: 2012
- Your BAC: 9000911115
- Your Dealership Name: AUDIA MOTOR SALES INC
- \*Dealer Code: - Select -
- \*Contact Name: Jane (First name), Doe (Last name)
- \*Phone: - Select - (or enter a new phone number)
- \*Fax: - Select - (or enter a new fax number)
- Email Address: (empty)

At the bottom, there are three buttons: PREVIOUS, NEXT, and CANCEL. A red arrow points from the text 'When the form is complete, click Next.' to the NEXT button.

## CUSTOMER INFORMATION

9 Enter the Customer Information.



The screenshot shows the 'Submit Claim - Customer Information' form. The form is pre-filled with the following information:

- \*Customer's Company Name: Serly's Electrical
- \*Owner's Name: John (First name), Smith (Last name)
- \*Address 1: 123 Fake St
- \*Address 2: (empty)
- \*City & State: Fargo, North Dakota
- \*Zip: 58105
- \*Company Phone: (800) 555-5555 (Ext.)
- Email: (empty)
- The customer does not have a business email address or is not willing to provide one
- \*Business Documentation: State Occupational License for Trade (ex. Plumber, Electrician, Contractor, etc.)

At the bottom, there are three buttons: PREVIOUS, NEXT, and CANCEL. A red arrow points from the text 'Enter the Customer Information.' to the NEXT button.

# Option A Claim

## PACKAGE SELECTION

10 If you selected Option A at step 7, you will need to select a package from the available list.

## UPSELL ITEMS

11 Select any additional accessories, if applicable, and indicate the number of requested parts, which must be ordered separately.\*

Upselling can increase the spiff payout, which will be calculated automatically.

*\*NOTE: Remember to contact your ADI if your customer upgrades to chrome assist steps.*

Qty	MSRP	Description	MSRP
1	1	With Ball Assembly	\$25.00
1	1	With Ball Mount Assembly	\$40.00
1	1	With Pin - Locking	\$40.00
1	1	With Trailering Package	\$445.00
1	1	With Trailering Package - Light Duty (1500 Series)	\$228.00
1	1	With Trailering Package - Transmission Cooler - Auxiliary	\$95.00
1	1	Trailer Wing Adapter	\$40.00
1	1	Transporter Hitch Cargo Box by Thule	\$575.00

**Spiff Amount Eligible:**  
\$75.00

Package MSRP: \$1,050.00  
Additional Parts MSRP: \$1,495.00  
Total MSRP: \$2,544.00

# Option B Claim

1 If you selected option B at Step 7, indicate the number of requested items, view your estimated spiff payout and review the total cost of the accessories.

2 To view a list of eligible Option B accessories, select "Program Info" from the top navigation. For your convenience, a list has also been provided on the opposite page.

**Submit Claim - Option B \$500 GM Accessories Uplift Cash**

**GM Accessories ADI Information**  
 Name: Vehicle Outfitters Contact Name: Jamie Chofay  
 Phone #: (502) 242-XXXX

Products	Qty	Max Allowed	Description	MSRP
Bed Extender - Brushed Aluminum	0	1	Bed Extender - Brushed Aluminum	\$320.00
Bed Mat - Black Rubber Mat	0	1	Bed Mat - Black Rubber Mat	\$130.00
Bed Net - Black	1	1	Bed Net - Black	\$50.00
Bed Rail Protectors	0	1	Bed Rail Protectors	\$110.00
Bed Rug - Carpet Bed Rug	1	1	Bed Rug - Carpet Bed Rug	\$420.00
Bedliner - Under-Rail	0	1	Bedliner - Under-Rail	\$330.00
Out Wing Tool Box	0	1	Out Wing Tool Box	\$420.00
Tailgate Liner - Black	0	1	Tailgate Liner - Black	\$60.00
Tailgate Protector	0	1	Tailgate Protector	\$30.00

**Spiff Amount Eligible:** \$150.00 **Total MSRP:** \$2,562.00

**GM Accessories Spiff Pay Scale for Option B**

MSRP Range	Sales Person	Sales Manager
\$750 - \$999	\$25	\$10
\$1000 - \$1499	\$50	\$25
\$1500 - \$1999	\$75	\$50
\$2000 & Up	\$150	\$75

**Other Parts Selector**

Qty	Max Allowed	Description
0	1	Add-On Fuel Tank
0	1	Spreader
0	1	Lift Gate

**Total Invoiced Amount:** \$2,562.00

**Navigation:** PREVIOUS NEXT CANCEL



# Eligible Accessories

<b>BED PRODUCTS</b>	<b>"I" Labor Operations Code</b>
Bedliner – Under Rail	I9365
Bed Mat – Black Rubber Mat	I9365
Bed Net – Black	I9351
Bed Rail Protectors	I9351
Bed Rug – Carpet Bed Rug	I9351
Tailgate Liner – Black	I9365
Tailgate Lock Package – Black or Chrome	I9365
Tailgate Protector	I9365
Tie-Down Hooks – Bed Mounted	I9372
Tonneau Cover – Hard Folding	I9350
Tonneau Cover – Hard Shell	I9350
Tonneau Cover – Soft	I9350
Tonneau Cover – Soft Tri-Fold	I9350
Tool Box- Stationary, GMC or Bowtie Logo	I9193
Tubular Bed Rails – 5 ft. 8 in. Short Box, Chrome	I9351
Tubular Bed Rails – 6 ft. 6 in. Standard Box, Chrome	I9351
<b>EXTERIOR ITEMS</b>	
Assist Steps – 3-Inch Round Black	I9311
Assist Steps – 3-Inch Round Chrome	I9311
Assist Steps – 6-Inch Oval Black	I9311
Assist Steps – 6-Inch Oval Chrome	I9311
Brush Grille Guard- Bright Chrome	I9287
Door Handles – Outside- Front Set, Chrome	I9286
Door Handles- Outside- Front and Rear Sets Chrome	I9286
Door Sill Plates-Front and Rear Sets, Brushed Stainless	I9331
Door Step Shields- Front and Rear sets, Brushed Stainless	I9310
Extendable Mirror- Outside Heated Power- Adjustable	I9280
Fog Lamps – Clear or Body Colored Lens	I9255
Fuel Door – Chrome	I9286
Grille – Chrome or Body Colored	I9287
Molded Hood Protector- Smoke	I9260
Molded Hood Protector- Chrome	I9260
Outside Rear View Mirror Cover – Chrome or Body	I9280
Side Window Weather Deflector – Front and/or Rear Sets, Smoke	I9301
Splash Guards – Front Molded – Front set, Black or Body Colored	I9340
Splash Guards – Rear Flat – Flat with Contour, Rear Set	I9340
Splash Guards – Rear Molded – Black	I9340
Tail Lamp Guards – Chrome	I9288
Tail Lamp Guards – Black	I9288
Wheel House liner – Rear Set	I9245

<b>INTERIOR PRODUCTS</b>	<b>"I" Labor Operations Code</b>
Floor Mats – Front Molded Carpet	I9250
Floor Mats – Front Premium All Weather	I9250
Floor Mats – Rear Molded Carpet	I9250
Floor Mats – Rear Premium All Weather	I9250
Front Floor Console Coin and CD/DVD Holder	I9279
Front Floor Console Organizer	I9279
Heated Seat Kit	I9321
Smokers Package	I9274
Under Seat Storage Box-Rear	I9279
<b>SAFETY &amp; SECURITY PRODUCTS</b>	
Fire Extinguisher	I9315
First Aid Kit – White GM Logo, Black	I9315
Reflective Triangle	I9315
Roadside Assistance Package	I9315
Vehicle Security System- Vehicle Security Shock Sensor Package	I9325
Vehicle Security System- Tailgate Theft Deterrent System – Complete Kit	I9325
<b>TRAILER AND HITCH PRODUCTS</b>	
Hitch Ball Assembly	I9360
Hitch Ball Mount Assembly	I9360
Hitch Trailing Package	I9360
Hitch Trailing Package – Transmission Cooler – Auxiliary	I9360
Tow Hooks – Black	I9236
Tow Hooks – Chrome	I9236
Trailer Wiring Adapter	I9360
<b>ELECTRONICS</b>	
Personal Audio Link (PAL)	I9191

## **NON-GM PARTS ELIGIBLE FOR BUSINESS CHOICE\***

Aluminum Utility Racks by TracRac  
 • Complete Rack System – Two Crossbar/Single Crossbar  
 • Headache Rack  
 • Cantilever Cab-over Extension

Steel Utility Racks by TracRac  
 • Complete Full-Frame  
 • Half-Steel

Toolboxes by UWS  
 • Single-lid Deep-Well  
 • Gullwing

Hard Folding Tonneau Cover with/without Personal Caddy by Fold-A-Cover

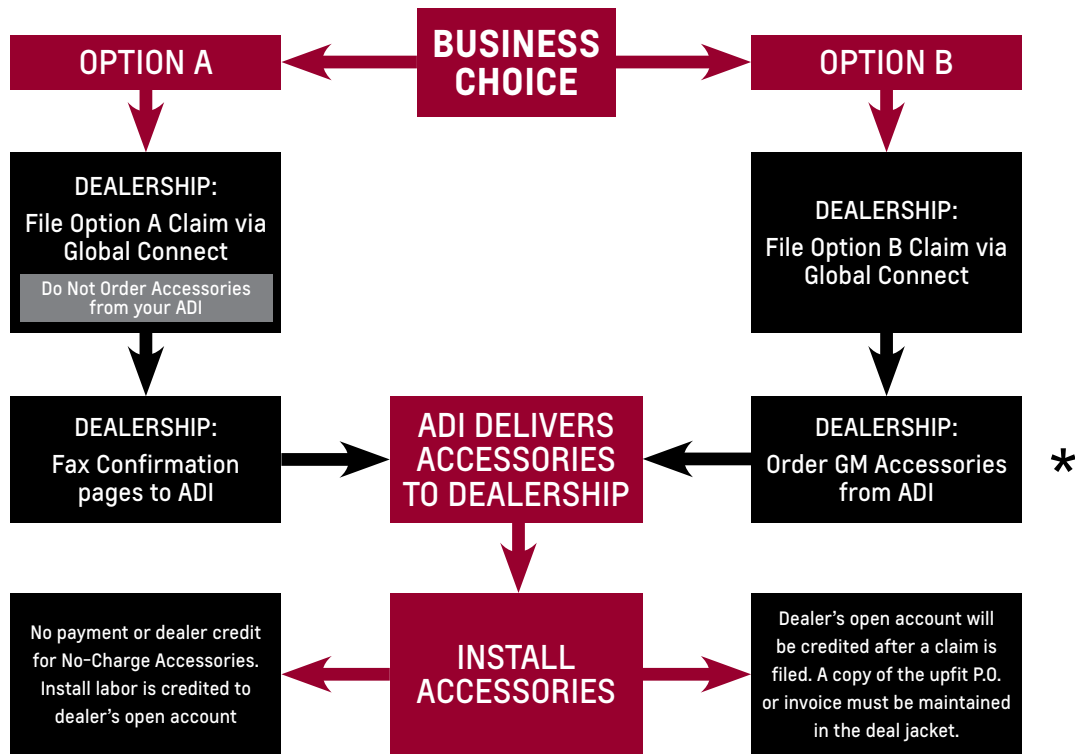
Autonet Wifi

*Note: The dealer should submit, via the GM Global Warranty Management System, a ZSET Transaction that provides the "I" Labor Operations Code for each GM Accessory installed. The "I" Labor Operations Code submission is required for all upsell parts in Option A and all parts sold in Option B. This is an auditable function and could result in the dealer charge back of GM Business Choice credits if not completed.*

*\*For compatibility details please reference partner sell sheets available on the AIC or check with your ADI.*

# Helpful Tips and FAQs

## GM ACCESSORIES BUSINESS CHOICE CLAIM AND ORDER FLOW



\*For Option B claims, your ADI **will not** be notified of this transaction. Option B accessories must be ordered directly from your ADI.

NOTE: Remember to contact your ADI if your customer upgrades to chrome assist steps within an Option A package.

## FAQs

- Q** *My customer has ordered Option B. Should I communicate this order to my ADI?*
- A** Yes. The system does not notify ADIs when an Option B order is placed. You need to contact your ADI to place your order.
- Q** *I went to order an accessory and noticed it was grayed out. Is it still eligible?*
- A** The accessory may still be eligible “if” the dealer or ADI has the part in stock. If the Dealer or ADI has the part in stock, they will need to contact Program HQ for an exception on the part.
- Q** *I have a specific question about an accessory. Whom do I ask?*
- A** Your ADI should be able to give you an answer about accessory specifics.
- Q** *Are all eligible accessory toolboxes compatible with the TracRac® Rack Systems?*
- A** No – please reference partner sell sheets available on the AIC or check with your ADI for compatibility details.
- Q** *My customer wants to upgrade to chrome assist steps in their Option A package. What do I do?*
- A** When upgrading an Option A package with chrome assist steps, you need to provide the upgrade information to your ADI.
- Q** *My customer wants to title the vehicle in a personal name and not the name of the business. Is this acceptable?*
- A** It is recommended that all vehicles be titled in the business name. However, if the vehicle must be titled in an individual’s name, only the business owner is eligible.
- Q** *Where can I find the GM Business Choice Option A & B incentive messages?*
- A** Please refer to the Vehicle Incentive Management System (VIMS) Option A GM Accessories Packages 12-36A2 and Option B Upfit Cash 12-36B.

## REPORTING/VIEWING A CLAIM

To view and generate Business Choice reports.

- 1 Click on the Reporting menu to access the Reporting Dashboard.

The screenshot shows the 'Reporting Dashboard' with a pie chart titled 'By Option' and a table below it. The 'Reporting Filters' section includes options for Year Type, Year, Dealership, and Vehicle Class. A 'Print' button is visible. The dashboard also features promotional banners for 'WARDS ON OPTION B' and a 'Check Out the SPIFF CALCULATOR' link.

Option	%	Total
A Admin	10.00	10
A GM Acc	14.00	14
B GM Acc	30.00	30
B High Cash	0.00	0
C Low's	14.00	14
D	0.00	0
A Adrian	0.00	0
A GM Acc	0.00	0

- 2 Click on the View Claim menu to search claims and access detailed claim information.

The screenshot shows the 'View Claim - Search Claims' form with fields for Claim Number, Company Name, Customer's Last Name, and Claim Status. Below the form is a 'View Claim - Search Results' table with columns for Claim Number, Claim Status, and Claim Date. A 'View Claim' link is highlighted in the results table.

## GM *earn*POWER REWARDS PROGRAM

Receive GM *earn*POWER points on Chevrolet and GMC accessories sales for each qualifying Option A or B claim submitted within the 2012 GM Business Choice Program:

Official promotion period: October 1, 2011 to September 30, 2012.

For more information or to track your GM *earn*POWER points, go to [www.earnpower.com](http://www.earnpower.com)

### 2012 PROGRAM INCENTIVE PAY SCALE (BASED ON TOTAL GM MSRP)

Option A	SALES CONSULTANT	SALES MANAGER	Option B	SALES CONSULTANT	SALES MANAGER
\$1,500 - \$1,749	\$25	\$10	\$750 - \$999	\$25	\$10
\$1,750 - \$1,999	\$50	\$25	\$1,000 - \$1,499	\$25	\$25
\$2,000 & Up	\$75	\$50	\$1,500 - \$1,999	\$75	\$50
			\$2,000 & Up	\$150	\$75

## GM BUSINESS CHOICE PROGRAM HEADQUARTERS

*Phone:*

888-566-6393

*E-mail:*

ProgramHeadquarters@gmbusinesschoice.net

*Hours of Operation:*

Monday – Friday, 8:00 a.m. – 8:00 p.m. (EST)

[www.gmprograminfo.com](http://www.gmprograminfo.com)



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