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12-027

## SALES BULLETIN

**TO: All Authorized US and Canadian Commercial/Industrial Dealers**  
**DATE: February 24, 2012**  
**SUBJ.: 2011 Commercial/Industrial Dealer Award Winners**

Club Car is honored and excited to announce the winners of the **2011 Club Car Commercial Utility Awards**.

The **2011 Overall Commercial Industrial Utility Performance** winner is:

**Jeffrey Allen, Inc. (Tampa, FL)**

Jeffrey Allen was selected based upon outstanding rank and scores in the following areas:

- Demonstrating true teamwork with Club Car
- Maintaining proper inventory to support the Commercial/Industrial market
- Maintaining good credit standing
- Providing outstanding customer service through a well trained and dedicated sales staff
- Maintaining a good Channel Scorecard Rating, which includes a focus on all aspects of their business such as Customer Satisfaction and SmartLead

The **2011 Superior Commercial Industrial Utility Sales Representative** winner is:

**Oliver Solorzano (Jeffrey Allen, Inc)**

Oliver Solorzano was selected based upon outstanding rank and scores in the following areas:

- Performance to Unit Volume Objective for 2011
- Demonstrating year over year sales growth
- Supporting Strategic Accounts and other contracted relationships
- Demonstrating a professional reputation in the territory
- Possessing a strong representation of Club Car product line
- Using sales tools, including electronic customer database and proposal software
- Using Club Car Pavilion and SmartLead
- Participating sales programs
- Possessing strong product knowledge, the ability to sell value, and leasing knowledge
- Demonstrating product regularly with sufficient demonstrator models

## **Congratulations to all winners!**

Please distribute this bulletin to all appropriate personnel at your location. All bulletins are available on [Club Car Pavilion](#).

If you have any questions or comments, please contact Tom Marble 706-863-3000 x-7139.