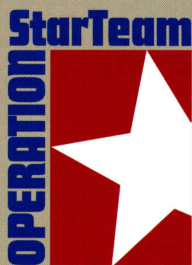


FOR YOUR EYES ONLY

**TOP
SECRET**

CLASSIFIED



TM

OPERATION STAR

DIRECT FROM HEADQUARTERS

After months of diligent research and documentation ... followed by pragmatic development and thorough field testing ... Western Star Trucks headquarters has approved the official launch of a most impressive ... comprehensive ... yet inexpensive employee incentive program ... Operation StarTeam.[®]

Commissioned and designed specifically for parts departments at Western Star Truck dealerships, Operation StarTeam strategically focuses on the human need for motivation, recognition and compensation while encouraging a "one for all, and all for one" type of working environment. Thus, the name StarTeam.

Although the development of Operation StarTeam was quite complex, the implementation in the field is not. Headquarters commanded that the program be clear, concise and complete. Early field tests show Operation StarTeam is simple to understand and even easier to execute.

LIVE REPORTS FROM THE FIELD

"We've been using Operation StarTeam for six months now," reports Mike Mikoola, President of Temco Truck Sales, Inc., near Chicago, Illinois. "It's a great incentive program for our employees and it makes good sense. It covers all necessary aspects and rules and only rewards employees when both sales and margin goals are exceeded."

Mikoola explains that under Operation StarTeam regulations, participants don't get a reward bonus if they come in under or even just meet the set sales and margin goals. "They have to actually exceed the goals," he says. "And by taking into account both sales and margin goals, we preclude anyone from just making sales, while not taking care of profits. And it works. During the past six months at Temco, our employees have received some pretty hefty bonuses, and our sales and margins have increased as well. We're definitely going to continue with Operation StarTeam."

Mike Stoepfel, Parts Manager for Great Lakes Western Star in Monroe, Michigan, and Toledo, Ohio, reports similar success with his StarTeam. "Operation StarTeam has helped develop a true spirit of teamwork within my parts departments," he says. "Now instead of a parts guy thinking only about his job and how busy he is or how much

he's selling, everyone has become more aware of what the other guy is doing. And there's more of a 'what can I do to help you' kind of attitude now."

Regarding Operation StarTeam program implementation and maintenance, Stoepfel says, "Operation StarTeam software is a piece of cake; you just plug in the numbers and set your goals. And the guidelines for the program are really in depth. They cover all parts of the program and suggest ideas for things I would have forgot about. It just couldn't get much easier."

REVOLUTIONARY THINKING

The theory behind the development of Operation StarTeam is not a threat to national security. It is quite simply rewarding parts department employees for exceeding normal goals and expectations in their line of duty.

What is unique to this incentive program is that all participating employees in the StarTeam program are considered equal. All are made aware of set goals, all have an important part in achieving those goals and all are equally rewarded for their equal efforts. With the exception of your command (of course), there are **no hierarchies in a team**. And, no position receives more, or less, reward than another. A Delivery Driver or Shipping Clerk is just as important as a Parts Counterman or even your Parts Manager. This revolutionary "team thinking" is critical to the success of Operation StarTeam.

The screenshot shows a software window titled "StarTeam Worksheet" with a sub-header "Monthly Sales and Bonus Worksheet" and a date selector for "November". The interface is divided into several sections:

- Parts Sales:** Sales Goal: \$195,000; Actual Sales: \$248,063; Percent: 127%; Bonus: 4.50%; StarTeam Fund: \$2,387.
- Gross Margin:** Gross Margin Goal: 24.0%; GM Actual: 26.2%; GM Factor: 140.0%; StarTeam Reward: \$3,343; Month Status: Closed.
- Gross Margin Value:** Target: \$46,800; Actual: \$64,992; Variance: \$18,192; Enrolled: 0.

At the bottom right, there are buttons for "Adjust Numbers", "Close Out Month", "Report", and "Exit".

All monthly totals can be quickly accessed and displayed.

STARTEAM IS A "GO"

LOYALTY, MEDALS, MONEY

How do you motivate troops to represent or even fight for their country? There is not any "one" thing that motivates every person. To some, loyalty is an extreme motivator: they will fight any war and work extremely hard simply because they care and are fiercely loyal. Others require lots of individual attention: pats on the back, hand shakes, medals, promotions (even if they are in title only). Yet some are motivated mostly by dollar signs: such as pay raises, commissions, and bonuses. In which group do you think your employees fall?

The truth is they probably fall into all three. Operation StarTeam intelligence concluded that the average parts department employee needs a combination of recognition and monetary compensation together with regular communication to develop and maintain loyal dedication.

In other words, you need to:

- ★ Talk to your employees to let them know how they can or do impact your business.
- ★ Recognize them in regular meetings and with ongoing "pats on the back" for favorably improving your business.
- ★ And finally, establish a consistent bonus system to reward them for improving your business finances.

Together, these factors work to satisfy all your employees' basic emotional and monetary needs. This is Operation StarTeam.

Gross Margin Factor Table

Lower Value	Upper Value	Factor %
-99.0	-1.1	0%
-1.0	-0.6	60%
-0.5	-0.1	80%
0.0	0.9	100%
1.0	1.9	120%
2.0	2.9	140%
3.0	999.0	160%

Lower Value:
The minimum Gross Margin percentage achieved less the Gross Margin percentage goal to obtain the factor percentage.

Upper Value:
The maximum Gross Margin percentage achieved less the Gross Margin percentage goal to obtain the factor percentage.

Factor %:
The Gross Margin percentage used to determine the actual StarTeam rewards.

[Edit] [Exit]

The Factor % is easily determined, using the lower and upper values.

COMMAND TACTICS

Rewarding your employees with "more money" may sound like treason at this point. But it's not. This "reward money" for your employees can actually **make more money for you**.

The monetary rewards in Operation StarTeam are based on your parts department employees **exceeding sales and margin goals** that you set. The salary you currently pay these employees already compensates them for meeting your goals (and sometimes not meeting them). But when they think together and work together to **exceed your goals**, they actually **make more money for your dealership**. And when you reward them for **making more money for you**, you are starting your own little revolution.

They will learn and care more about margins and your business. They will begin to suggest ways to improve your business (merchandising, customer relations, inventory systems, delivery service, related selling, etc.). And, they will learn to function as a team to create a better working environment for all employees and a better dealership for you. And who wins this revolution? You do, your dealership does, and so do all participating parts department employees. There are no losers. (Well, maybe that other dealership or the parts guy down the street or over in the next town.)

Sales Contribution Table

Lower Value	Upper Value	Bonus Factor %
-99	100	0.00%
101	110	5.00%
111	120	4.75%
121	130	4.50%
131	140	4.25%
141	999	4.00%

Lower Value:
The minimum Sales Goal percentage achieved to obtain the Bonus Factor.

Upper Value:
The maximum Sales Goal percentage achieved to obtain the Bonus Factor.

Bonus Factor %:
The percentage used to calculate the actual StarTeam sales funds.

[Edit] [Exit]

The Bonus Factor %, used to determine the actual sales funds, is clearly displayed.

NECESSARY SUPPLIES

Operation StarTeam functions at maximum efficiency. For a one-time, minimal cost of only \$149, headquarters will supply you with absolutely everything you need to get started, including:

- ★ A detailed **Operation StarTeam Manual** that provides a complete outline of the program. It tells you who is eligible for StarTeam, suggests ways of announcing the program, offers guidance on how to determine and set sales and margin goals, shows you how to customize the software to suit your specific needs and goals, advises you on the best time and manner to present bonuses, offers tips for success and even warnings against common traps that sometimes hinder a successful incentive program. In essence, this manual guides you step by step through every element of the entire program.

- ★ A user-friendly **Operation StarTeam Software Package** that allows you to set and track all sales margin goals on your own computer. When your parts department exceeds these goals, the software even calculates the amount of bonus to be paid. It lets you and your Parts Manager track the status of sales-to-goal and margin-to-goal at any point in time... and print out detailed reports for your file. You can even customize the program to better suit your specific needs.

To use this software, you need an IBM-compatible PC with Microsoft Windows® and at least 4MB of available memory. Complete installation and operating instructions are included in the **Operation StarTeam Manual**.

- ★ An **Operation StarTeam Status Board** and markers to help you communicate goals to all participating employees. This dry-erase board comes ready-to-use. You just write-in the goals at the beginning of each month and then use it in combination with regular meetings to keep your troops apprised of the situation

throughout the month. Updating this board on a regular basis gives your employees a chance to celebrate small successes along the way, or try harder to correct a bad week. Good communication is essential in any chain of command

- ★ Continuous **Operation StarTeam Technical Support and Consultation** from ProAct Marketing Group on all aspects of the StarTeam program. Support from loading the software ... through the kick-off announcement ... and paying the bonuses ... to printing out the reports. We're a part of your team, too.

SIMPLE DEPLOYMENT

Operation StarTeam is ready for deployment. It has been approved by headquarters, and all supplies are ready to ship. If you and your troops are up to the challenges of increased sales and margin goals, friendlier customer service, smarter merchandising, better employee morale and a new team spirit within your parts department ... then sign your dealership up for Operation StarTeam today. To order, contact your Regional Parts Sales Manager or call ProAct Marketing Group directly at 1-816-792-8368. All Operation

StarTeam supplies will be shipped immediately. The one-time cost of \$149 will be billed to your Western Star Truck dealership account. After that, you own the Operation StarTeam software, manual, status board and supplies. Whether you maintain Operation StarTeam for one year, three years or even ten ... there are no additional charges. That's it. The rest is up to you and your StarTeam.



StarTeam					
STATUS BOARD					
MONTH	SALES GOAL		MARGIN GOAL		
BUSINESS DAYS IN MONTH			SALES/DAY FOR GOAL		
	SALES	# OF DAYS	SALES/DAY	% TO GOAL	Mtd G %
WEEK 1					
WEEK 2					
WEEK 3					
WEEK 4					
WEEK 5					