

# MERCEDES-BENZ TRADE CLUB REWARD DOLLAR PROGRAM

**Rewards Dollars are a digital currency that can be earned by Trade Club members from Mercedes-Benz Promotions.**

They are redeemable at Mercedes-Benz Retailers against future purchases of genuine parts from Mercedes-Benz Retailers.

## HOW ARE MEMBER REWARD DOLLARS AWARDED?

Nexus Aftermarket has developed a unique algorithm that facilitates multiple program options, rewarding members with Reward Dollars upon sales target achievement. The format means we can quickly introduce parts incentive programs designed to boost sales and member engagement.

Members can access online reporting and receive a regular monthly eDM advising:

- Program details
- Program targets
- Performance versus target
- Reward dollars earned

## WHAT ARE THE BENEFITS?

- Provides Retailers with a reason to talk to members and for members to remain loyal
- Reward Dollars do not depend on Retailers to pass on any savings
- No DMS integration required
- Always at Trade Club price level
- Flexibility:
  - Part numbers/product groups
  - Member types (i.e. members who don't buy)
  - Whether Reward Dollars are awarded before or after targets are hit
- Transparency for members with everything online

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