



THE VIADA QUALITY DEALER AWARD PROGRAM ***“Standards of Excellence”***

The State ***QUALITY DEALER OF THE YEAR AWARD*** is the Greatest and Most Prestigious Recognition VIADA can bestow upon any one of its Members.

It is also a Tremendous Honor and a Distinct Privilege for any member to have been selected as the ***QUALITY DEALER OF THE YEAR*** from their respective Districts.



GUIDELINES AS RECOMMENDED BY THE VIADA BOARD OF DIRECTORS TO ASSIST THE MEMBERSHIP IN SELECTING QUALIFIED DEALER APPLICANTS FROM THEIR RESPECTIVE DISTRICTS, AND TO ASSIST OUR PANEL OF JUDGES IN MAKING THEIR DECISIONS.

THE BASIC QUALIFICATIONS FOR A QUALITY DEALER ARE:

SERVICE TO INDUSTRY -

It is my belief: “Every man owes a portion of his time and money to that industry or business from which he derives his livelihood.”

-Theodore Roosevelt

CANDIDATES SHOULD MEET THE FOLLOWING CRITERIA:

1. Support VIADA through his/her dedicated service
2. Support NIADA through his/her dedicated service

3. Demonstrate a willingness to be helpful in performing Association duties when asked by the various VIADA leaders
4. Display a willingness to serve the Used Car Industry through helpful service to fellow dealers by sharing his/her knowledge, talent, and experience
5. Willingness to make a commitment to attend the VIADA Convention & EXPO in October and the NIADA Annual Convention in June
6. Have the necessary credentials to compete at the National level, since he/she will be representing VIADA in the national competition

Naturally, we are always hopeful we can bring this cherished National Quality Dealer Award home to Virginia.

OUTSTANDING BUSINESS OPERATOR - Dealer is committed to offering exceptional services to customers, both during and after the sale. Always maintains the highest standards as they relate to employee and business associate relations. Someone who is highly respected and enjoys a good personal and business reputation in their local community.

CANDIDATES SHOULD MEET THE FOLLOWING CRITERIA:

1. Have a minimum of three years service as a successful independent dealer and member of VIADA and NIADA

Note: A five-year period is desired; however, this standard can be lowered depending on other criteria
2. Have a sanction free record with DMV and the Motor Vehicle Dealer Board - has no outstanding or unanswered complaints with the Better Business Bureau.
3. Candidate's dealership operation should reflect pride of ownership and offer an attractive appearance of lot and inventory
4. Candidates should have an outstanding reputation for good customer relations and always handle customer complaints in an expedient manner
5. Operate his/her business in accordance with the VIADA Code of Ethics
6. His/her dealership operation should be a credit to the independent dealers of Virginia and the Used Car Industry
7. Candidates should furnish several customer and employee testimonial letters, as well as business and personal letters of recommendation

Note: These letters are most important and extremely helpful in the judging process!

COMMUNITY SERVICE - Affiliations and involvement in community affairs are important.

1. Candidates should be involved in the affairs of his/her local community

Note: It is beneficial to all concerned for successful business owners to give something back to the community in which they develop their businesses and earn a living.

Additionally, experience has shown there is a great deal of satisfaction and personal reward in the giving of our time, talent, and money to worthwhile causes within our own communities.

GENERAL INFORMATION

Each VIADA District may submit to the State Office a candidate for the Annual Quality Dealer of the Year Award.

All Quality Dealer candidates in each District will be voted on during their respective district meetings to be held nearest August 1st of the award year. The winner will then compete with all other District Quality Dealers for the prestigious State Quality Dealer Award.

The winning candidate from each district will submit a Quality Dealer Application as prescribed by the Board of Directors to the State Office no later than August 25th of the award year.

The state office will then forward the application to our panel of judges. This independent panel consists of three (3) educators from the various universities and colleges across the Commonwealth. This panel is changed periodically, at the pleasure of the State Quality Dealer Committee.

The results will be held in strict confidence until the presentation of the award at the Annual State Convention.

Following the convention, the VIADA Office shall send a press release to the regional newspapers on behalf of the State Quality Dealer and also the District Quality Dealers.

Incidentally, the excitement, suspense, and emotion surrounding the presentation of the ***STATE QUALITY DEALER OF THE YEAR AWARD*** is one of the major highlights of the Convention. Our Virginia Quality Dealer will then go on to compete in the national competition for the coveted ***NIADA QUALITY DEALER OF THE YEAR AWARD***.