



Royal Bank

NEWS

RBC celebrates sales performance with auto dealers

Port of Spain, Trinidad & Tobago, February 2018 – IT was an occasion for celebration as RBC Royal Bank saluted the top performing auto sales representatives who partnered with the bank for its refreshed auto referral programme. The appreciation event was held at RBC's hospitality suite at the Queen's Park Oval, Port of Spain, on February 2.

The referral programme started off as a pilot project with Massy Motors in April, 2017, and went nationwide four months later.

Vivian Johnson, of Massy Motors (Morvant), won the Grand Prize of a trip to New York, valued at \$30,000. Earlier in the programme, Johnson had also captured the Platinum Winner prize, walking away with a weekend vacation at Magdalena Grand Beach and Golf Resort, Tobago. Representatives from Massy Motors made a clean sweep of the major awards.

Over the nine-month period – April to December – top performers in the programme walked away with more than \$182,000 in prizes and giveaways. Car dealers participating in the programme are Massy Motors, Southern Sales, Toyota, Lifestyle Motors, M. Rampersad and Jones Motors.

Hailing the success of the programme and offering congratulation to the various winners, representatives of the participating car dealers, as well as the RBC auto finance sales force, was Managing Director, Royal Bank Trinidad and Tobago, Darryl White. "We understand how important it is to respond to the changing needs of our clients, as well as our partners. That is why we moved this programme from an ad-hoc opportunity for sales agents and representatives to earn a 'spotter's fee' every time a new auto loan was disbursed to a market-leading structured programme that rewarded avid sales agents who referred business to RBC. A win-win outcome for all," White explained.

The RBC head pointed out: "Today, we have 123 auto sales agents driving along with us. We have seen month-on-month growth in sales, thanks in no small measure to your ace efforts. Let's continue to work together to put new cars on the road even as we navigate the traffic, avoid the potholes and keep within the speed limit."

White underscored the critical role played by car dealers in the success of the programme. "Car dealers really make a significant difference. "You set the tone from the time a potential buyer

enters the showroom; you bring the vehicle to life; you add depth and dimension to the decision; and you seal the deal by giving them the assurance and comfort that they have made a wise choice,” he noted.

RBC Auto Finance Specialists were complimented by White for their “tenacity and commitment that is making a difference in our clients’ lives.”

Platinum Winner Johnson was full of praise for the partnership between RBC and the car dealers: “As Mr. White said, it was a win-win arrangement for both parties. The RBC representatives really went beyond the call of duty to encourage us to raise the bar. In the end, it worked to the benefit of all parties, including the person buying the vehicle since it cut through a lot of time and process.”

The three Gold Winners were all Massy Motors agents David Mahabir, Roland Chan Attong (Morvant) and Ian Durgadeen (Chaguanas).

Entertainment for the occasion was provided by pannist Luke Walker and singer Arielle Cowie.

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