



# *Salesperson Basics*

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## *Initial Quality Survey (IQS)–Key Area's of Customer Satisfaction*

There are some key customer satisfaction issues that have been reoccurring with each IQS survey. It is important to be able to explain these items in your presentation and at the time of delivery:

- Tire Pressure Monitoring System (TPMS)
- Exterior lights, including headlights, fog lights, and turn signals
- Windshield wipers and washers, both front and rear
- Overhead lights, map lights and overhead storage
- Heating, ventilation and air conditioning (HVAC)
- Defogging with both manual and automatic air conditioning
- Stereo/CD, presets, equalizer and multi-disc changer
- Steering wheel-mounted audio and cruise controls
- HomeLink®
- Integrated Memory System (IMS)

## 2. *Salesperson Basics*

**Who:** Split Sales Consultants into two groups during training, so one group can cover the floor.

**What:** Training to ensure that all Sales Consultants are familiar with their roles and responsibilities

**When:** At a convenient time when sales are slow, like a weekday morning

**Where:** Showroom floor or training room

**Why:** So all Sales Consultants understand their roles, customer expectations, customer satisfaction, a proper greeting, Initial Quality Surveys and the resources that are available so they can learn all about Hyundai—all of these can positively affect sales performance and customer satisfaction.

**How Long:** Estimated time: 20–30 minutes

### **Necessary**

**Materials:** Photocopy the exercise sheet on page 4 of this module; be sure to have two copies of this page for each participant (you will conduct a pre- and post-test).

### **Be sure you have samples of all the 2006 Sales Training materials, including:**

- The 2006 *Source Book*
- The 2006 *Pocket Guide*
- Access to the Hyundai Sales Training Online website at [www.HyundaiDealer.com](http://www.HyundaiDealer.com) .
- Dare to Compare information is available on the Sales Training Online website at [www.HyundaiDealer.com](http://www.HyundaiDealer.com).
- *Owner's Manuals* for each Hyundai model
- Copies of *The Sales Edge* newsletter—available on the Hyundai Training Online website
- Consumer brochures—one for each vehicle
- *Keys to Customer Satisfaction* booklet

### ♦ ***Pre- and Post-Test***

#### **Before training, give Sales Consultants an option to “test-out” of this session:**

To “test-out,” they must fill out the exercise sheet, getting everything correct.

#### **Pre-test all Sales Consultants:**

Hand out the exercise sheet and have them fill it in as completely as possible.

**Post-test Sales Consultants:** Check the exercise sheet to make sure it is complete and accurate for each participant (you will conduct a pre- and post-test).

## ◆ Meeting Content

### 5-Minute Module #1: *Understanding Your Customers*

This exercise further sets the dealership's customer treatment expectations.

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**Ask:** What do today's customers expect? (Have them present what they know.)

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#### ◆ *Be Sure These Points Are Covered*

- When they arrive, they want you to approach them in a timely and professional manner.
- They want to work with you to help determine which Hyundai model is right for them.
- They look to you to provide valuable advice regarding Hyundai products.
- They expect a clear, customer-oriented product presentation.
- You should know the approximate price of the model they're interested in and price quotes should be fully explained to the customer.
- They do not want to waste time.

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**Ask:** Are today's consumers more demanding? Is it just in the automotive business, or is it happening everywhere, like service at a restaurant or picking up dry cleaning?

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**Ask:** How do you deal with this? (Allow for discussion.)

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#### ◆ *Review*

- Studies by J.D. Power and Associates show that buyers are tired of salespeople who are demeaning, condescending and overbearing—buyers want service.

#### ◆ *Best Practices*

- From this discussion, have Sales Consultants come up with some of the best practices used at the dealership.

### 5-Minute Module #2: *People Buy Emotionally First and Logically Second*

This exercise clarifies some customer emotion vs. logic issues during a vehicle purchase.

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**Ask:** How do most salespeople sell? (Have them present what they know.)

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#### ◆ *Be Sure These Points Are Covered*

- Logically—By presenting everything they know about a particular model

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**Ask:** How do most customers buy? (Have them present what they know.)

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#### ◆ *Be Sure This Point Is Covered*

- Emotionally—People get excited about what they want to buy and then they figure out how to justify buying it.

#### ◆ *State*

- You can explain why a Hyundai makes sense, why your price is affordable or that your product is the best on the market, but until the customer experiences the emotional desire to buy, you're not going to make your sale.

#### ◆ *Best Practices*

- From this discussion, have Sales Consultants come up with some of the best practices used at the dealership.

## ◆ Meeting Content

### 5-Minute Module #3: *Conducting an Effective Greeting*

This exercise further sets your dealership's sales expectations.

#### ◆ *Review*

During the greeting, your typical customer wants:

- To be acknowledged promptly and courteously by any and all dealership employees.
- To feel welcome in the dealership.
- To be treated as an individual—not just the next “up.”

**Ask:** What should you include in an effective greeting? (Have them present what they know.)

#### ◆ *Be Sure These Points Are Covered*

- Welcome the customer promptly—be cheerful and talk with a smile.
- Start by offering your name and business card, then ask their name (use the customer's name often during the conversation to help remember it).
- Treat the customer as if they are guests in your house.
- Be sure to make eye contact.
- Allow the customer to set the pace.
- Ask open-ended questions to determine their purpose for visiting the dealership—are they interested in a new car, used car, parts, etc.
- Be sure to record the customer's name, address, telephone number and/or e-mail address so you can follow up with them—the way they want to be contacted—if they are not yet ready to buy.

#### ◆ *Best Practices*

- From this discussion, have Sales Consultants come up with some of the best practices used at the dealership.

### 5-Minute Module #4: *Other Resources*

This exercise outlines Hyundai's provided sales resources.

Sales Consultants need to learn all they can about the Hyundai products. Here are some places where they find product information:

- |  |  |
|--|--|
| • 2006 <i>Source Book</i>                  | • <i>Owner's Manuals</i> for each model        |
| • 2006 <i>Pocket Guide</i>                 | • Consumer brochures                           |
| • Warranty Booklet (in Service Department) | • Value Delivery Checklist/Delivery Package    |
| • <i>The Sales Edge</i> newsletters        | • Roadside Assistance brochure                 |
| • Point-of-sale materials                  | • Online Sales Training website at             |
| • www.hyundaiusa.com                       | www.hyundaidealer.com, which also contains     |
| • Resolutions for the Sales Professional   | links to consumer sites and manufacturer sites |

**Note:** If you have computer access, go to the Sales Training website and show them how to navigate around the site, how to find product information, how to use the Dare to Compare competitive comparisons and how to use the Comparator (so they can compare to any vehicle on the market).

#### ◆ *Best Practices*

- To build Hyundai product awareness, encourage Sales Consultants to get in each vehicle, locate the controls, adjust the seat, set the radio, use the heating/air conditioning system, etc. They need to spend time learning the Hyundai products. Customers look to Sales Consultants to be product experts, and it's an educational process that requires an investment in time.

## ◆ *Resolutions for the Sales Professional*

### ◆ *Some Personal Basics*

Here is a list of 10 sales professional resolutions:

1. **Listen so my clients will talk and talk so that my clients will listen.** This year I will improve my listening skills by focusing on the other person. I must remember that when I get wrapped up in myself, I have a small package. This year I will be client-focused.
2. **Maintain a professional appearance.** I will look the part of a successful sales professional. I will dress appropriately for my client base. My shoes, clothes, hands, face and hair will be clean and my appearance will always be ready for the next "first impression"!
3. **Floss at least once a day.** Brushing after meals, flossing and the occasional mouth wash never hurts. Bad breath never helped anyone, but it does make a strong impression!
4. **Continue to learn my profession.** Since no one ever graduates from selling, I will invest my time in studying sales training materials, my competition and my knowledge of the Internet. I will continue to test myself throughout the year. I will become more dangerous than I am right now!
5. **Better prepare for each and every sales day.** This way, I can eliminate many daily surprises. I will plan each month, week and set realistic goals for each day. I will be flexible and see what works best for me. Each day as opportunity arises, I will be prepared and ready!
6. **Separate refusal from rejection.** One is professional, the other personal. My clients don't know me well enough to personally reject me. Therefore, I will accept a client's saying "no" as a refusal to buy from me, the professional. I will not take it personally. A "no" today moves me closer to a "yes" tomorrow.
7. **Value my client's time.** This year I will value my client's dealership experience. I will help each client as I would a friend. I will work to not waste their time or my own!
8. **Take better notes and follow up, earn more sales, referrals and repeat business.** This year I will find better ways of taking notes and following up with new and existing clients to add value to their Hyundai experience with me. I will make a plan to reach out and stay in touch.
9. **Never miss an opportunity to laugh at myself.** I will take the clients and their needs seriously. I will take myself less seriously. Angels fly because they take themselves lightly! Having fun making money is what it is all about!
10. **Enjoy the sales profession more this year than any year in the past!** I am in the helping profession. I help my clients save money, help them increase their lifestyle, and help solve their problems. I help my clients win! I am proud to be a Hyundai sales professional.

## ◆ *Exercises/Salesperson Basics*

### ◆ *Product Knowledge*

**Fill in the blanks (look up the answers, if needed)**

How much horsepower does the engine in the 2006 Elantra deliver? \_\_\_\_\_

How many models are there in the 2006 Accent line up? \_\_\_\_\_

Who are Elantra's top four competitors? \_\_\_\_\_

\_\_\_\_\_

What are the model and trim designations of the 2006 Tucson? \_\_\_\_\_

\_\_\_\_\_

### ◆ *Greeting Practice—10 Minutes*

**Role-playing (divide into pairs)**

Practice your opening lines. This is the toughest time because your customer is apprehensive and most Sales Consultants are nervous. You need to be well-rehearsed before you actually start greeting customers. Remember, the phrase "Can I help you?" stops the sales process cold because virtually every customer will say "No." Practice different ways to "break the ice" when someone walks into your dealership.

- Be sincere.
- Be creative.

### ◆ *Open-Ended Questions—10 Minutes*

**Open-ended questions cannot be answered with a simple "yes" or "no," they require a longer, more detailed reply. Here are some examples of open-ended questions:**

- Who will be driving your new Hyundai?
- What will be the primary use of your new Hyundai?
- Tell me, what are you looking for in a new car?
- Why did you select Hyundai?
- What other vehicles are you considering?
- What do you like most about the other vehicles that you are considering?

**Come up with five typical open-ended questions that you should ask every customer after you greet them:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## *Answer Sheet*

### ◆ *Product Knowledge Skills*

How much horsepower does the engine in the 2006 Elantra deliver?

**ULEV=138 horsepower; SULEV=132 horsepower**

How many models are there in the 2006 Accent lineup?

**One: GLS 4-door sedan**

Who are Elantra's top four competitors?

**Ford Focus, Honda Civic, Chevrolet Cobalt and Toyota Corolla**

What are the model and trim designations of the 2006 Tucson?

**GL 2.0L 2WD MT**

**GL 2.0L 2WD AT**

**GL 2.0L 4WD MT**

**GLS 2.7L AT 2WD**

**GLS 2.7L AT 4WD**

**Limited 2.7L AT 2WD**

**Limited 2.7L AT 4WD**