



Hyundai Buyers and the Internet

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*More Than 70%
of All Hyundai
New Vehicle Buyers
Use the Internet
for Automotive
Information.*

5. *Hyundai Buyers and the Internet*

This section deals with salesperson awareness.

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 the type of buyers who are coming into the dealership, and how those buyers use the Internet for information

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

Where: Showroom floor

Why: Hyundai is attracting a wider range of buyers:

1. Hyundai vehicles are no longer the “cheap” alternative.
2. Hyundai is building a reputation for producing quality vehicles.
3. People choose Hyundai vehicles because they deliver superior value.
4. Hyundai vehicles come with America’s Best Warranty™.
5. More and more Hyundai buyers are “shopping” on the Internet.

The purpose of this module is to make Sales Consultants more familiar with the type of people coming into the dealership to “shop” Hyundai vehicles.

How Long: Estimated time: 20–30 minutes

Necessary

Materials: Photocopy the exercise worksheet on page 5 of this module; be sure to have two copies of this page for each participant (you will conduct a pre- and post-test):

- Have a copy of the 2006 *Source Book* available.
- If possible, have access to a computer with Internet access.

♦ ***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: *Who Are the Hyundai Buyers?*

This exercise reviews customer demographics

ASK: Who is your (typical) customer? (Have them present what they know.)

◆ *Review*

Hyundai attracts a wide range of buyers, including:

- First-time new car buyers
- College students
- Young couples
- Families with children
- Retired couples
- Today, virtually everyone is a prospective Hyundai customer—they appeal to everyone.

◆ *Best Practices*

- Do not “pre-qualify” anyone—virtually everyone is a prospective customer as Hyundai customers come from all walks of life.

5-Minute Module #2: *Why Are People Attracted to Hyundai?*

(Have them present what they know.)

◆ *Be Sure These Points Are Covered*

- They're backed with the best warranty in the U.S.A., that gives you the Ultimate Sales Advantage. It represents a bold step on Hyundai's behalf. This warranty is superior to the warranties offered on the premium brands. It's better than BMW, better than Lexus and better than Mercedes-Benz. Why? It proves that Hyundai stands behind the cars they build. And second, if the vehicles didn't hold up, Hyundai couldn't afford to back them with such a powerful warranty.
- Value packaging means Hyundai equips the vehicles the way your customers want to buy them. That's why Hyundai offers so few options. People are wary whenever anything is “added” to the sticker. So we equip our vehicles with the features customers want without having to add a lot of options. That makes it easier for you to remember what's standard, while making it less confusing for your customers to select what they want.
- Value pricing means offering a well-equipped vehicle for a fair price. That point becomes quite evident when you take a Hyundai and comparably equip its competitors—they cannot deliver the same value.

◆ *Best Practices*

- This is the cornerstone of why people are attracted to Hyundai vehicles; be sure to focus on the warranty during the presentation and point out the superior value and pricing.

◆ *Meeting Content*

5-Minute Module #3: *Vocabulary 101*

This exercise reviews basic and new technology

The automotive industry has its own unique vocabulary and, thanks to the Internet, more and more customers know the “lingo,” too. Therefore, Sales Consultants should be familiar with the terms they will come across in day-to-day business and fully understand their meaning.

◆ *For This Segment, Ask the Sales Consultants to Define the Following Terms*

- Independent suspension
- Anti-lock Braking System (ABS)
- Traction Control System (TCS)
- Electronic Stability Control (ESC)

Have them refer to the Automotive Picture Dictionary in the 2006 *Source Book* and located at www.HyundaiDealer.com for a complete list of terms and definitions.

◆ *Best Practices*

- It is essential that Sales Consultants be “fluent” in auto-speak to effectively do their job.

5-Minute Module #4: *Hyundai Buyers and the Internet*

ASK: How many of your customers used the Internet before they come into the dealership?
(Have them present what they know.)

◆ *Be Sure These Points Are Covered*

- More than 70% of all Hyundai new vehicle buyers use the Internet for automotive information.
- The Internet makes a lot of information readily available.

◆ *Be Sure your Sales Consultants Know Where to Find Information on the Internet*

- www.HyundaiUSA.com
- www.HyundaiDealer.com—Sales Training Online
- From the sales training site, links to other key sites:
 - Manufacturer links: Toyota, Nissan, Honda, Ford, etc.
 - Automotive links: AutoSite, AutoWeb, Auto-By-Tel, AutoVantage, etc.
 - Links to other Hyundai sites: Hyundai Motor America, Hyundai News, etc.

◆ *Best Practices*

- The Internet is here to stay and is the research tool of choice for today's informed consumers. Therefore, to be prepared, Sales Consultants need to know where to turn to find the information they need.

◆ Shared Features

◆ Features Shared by All Hyundai Vehicles

Features	Function
Dual front airbags and front side-impact airbags	Driver and front-seat passenger protection in certain front-end or side-impact collisions
Steel-belted radial tires	Interface with road surface to provide traction
Front seatbelts with adjustable height anchors	Adapts shoulder belt position to the wearer
Front 3-point seatbelts with pretensioners with force limiters	Automatically "lock" belt in a moderate-to-severe impact; built-in force limiters reduce torso stress at impact
ALR (automatic locking retractors)/ELR (emergency locking retractors) seatbelt system	ALR—when activated, they allow seatbelts to retract, only allowing child safety seats to be locked into position; ELR—seatbelts that allow freedom of movement, but lock in the event of an impact or even sudden braking
Energy-absorbing crumple zones	Designed to channel energy away from the passenger compartment
Side door-beam impact protection	Provides protection in the event of a side impact
Dual remote exterior mirrors	Provide excellent rear and side visibility, reducing "blind spots"; remote control makes the mirrors easier to adjust
Dual overhead cam engine (DOHC)	Features a pair of camshafts—one activates the intake valves and one activates the exhaust valves
Self-adjusting hydraulic valve lash adjusters	Automatically adjust themselves as the engine is running
Power-assisted rack-and-pinion steering	Reduces steering effort; provides precise road feel
Power-assisted front disc brakes with brake pad warning sensors	Power assist for less pedal pressure; disc brakes cool quicker for reduced brake fade; sensors make noise to let driver know when brake pads need to be checked
4-wheel independent suspension	Smooth ride as each wheel reacts independently to the ruts and bumps in the road
Front stabilizer bars	Reduce body lean in corners
Variable intermittent windshield wipers	Allows the driver to adjust wiper speed based on the demands of the weather
Electric rear window defroster with timer	Keeps rear window clear of frost, fog or ice; timer automatically shuts off defroster to reduce load on electrical system
Remote fuel-filler door release	Provides control from the driver's seat
Unibody construction	Creates a strong chassis; lighter than conventional body-on-frame construction
America's Best Warranty™	Hyundai's signature warranty coverage

* The Supplemental Restraint (airbag) System (SRS) is designed to work with the 3-point seatbelt system. The SRS deploys in certain front-end impact conditions where significant injury is likely. The SRS is not a substitute for seatbelts, which should be worn at all times. Children under the age of 13 should be restrained securely in the rear seat. NEVER place a rear facing child seat in the front seat of a vehicle.

◆ *Exercises/Hyundai Buyers and the Internet*

◆ *Fill in the Blanks*

- The Hyundai Sales Training Online website address is: www. _____
- What are the three main reasons for buying a Hyundai?
 1. _____
 2. _____
 3. _____
- On the average, what percentage of Hyundai shoppers use the Internet? _____

◆ *Vocabulary*

(Define these terms.)

- ALR (automatic locking retractor) seatbelts _____

- Auto-on headlight control _____

- DOHC (dual overhead camshafts) _____

- Electrochromic rearview mirror _____

- Full-time 4-wheel drive _____

◆ *Answer Sheet*

◆ *Fill in the Blanks*

- The Hyundai Sales Training Online website address is: **www.hyundaidealer.com**
- What are the three main reasons for buying a Hyundai?
 1. **Best warranty in the U.S.A.**
 2. **Value packaging**
 3. **Value pricing**
- On the average, what percentage of Hyundai shoppers use the Internet? **More than 70%**

◆ *Vocabulary*

(Define these terms.)

- ALR (automatic locking retractor) seatbelts:
 With this device, the seatbelt webbing, when spooled all the way out, will ratchet automatically back into the retractor as the belt is released and locks when snug. Often used with child safety seats.
- Auto-on headlight control:
 With this system, photo sensors turn the headlights on when the ambient light falls below a certain level so the driver does not have to switch on and off the headlights.
- DOHC (dual overhead camshafts):
 Refers to a pair of camshafts mounted above the valves—one activates the intake valves and one activates the exhaust valves.
 Usually, DOHC camshafts are direct actuation—they activate the valves directly. The advantages of direct actuation are simplicity and fewer moving parts. Also known as “twin cam.”
- Electrochromic rearview mirror
 At night, sensors that are imbedded in the rearview mirror can “sense” when headlights are shining through the back window and then automatically “dim” the mirror for superior rear visibility.
- Full-time 4-wheel drive:
 A drivetrain that distributes the power to all four wheels all of the time; automatically transferring power from the wheels that slip to the wheels that have better traction. This provides the driver with enhanced control and traction under most driving conditions. It is fully automatic, the driver does not have to engage 4-wheel drive.