



# SONATA

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2006 Sonata

*Offering  
Unprecedented  
Safety, Power  
and Economy,  
Value and Warranty,  
“Class-Above”  
Interior Volume.*

*2006 Sonata*

## 8. *Sonata Overview*

This section provides an overview of Sonata.

**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 2006 Sonata

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

**Where:** Showroom floor—next to a 2006 Sonata

**Why:** To make Sales Consultants more familiar with the 2006 Sonata and its key attributes:

- **Sophisticated Styling:** Stands out from the other cars in this class.
- **Endearing Value:** Among the best-equipped cars in its segment.
- **Smart Design:** Has excellent aerodynamics and a comfortable passenger cabin.
- **Advanced Safety Features:** Occupant protection features include dual front airbags, front side-impact airbags, front and rear side-curtain airbags, front seatbelt pretensioners and force limiters, and steel safety cage construction.

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

### **Necessary**

**Materials:** Photocopy the exercise sheet 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) and have access to:

- *The 2006 Source Book*
- *The 2006 Pocket Guide*
- Dare to Compare information is available on the Sales Training Online website at [www.HyundaiDealer.com](http://www.HyundaiDealer.com).
- *Sonata Owner's Manual*
- Sonata consumer brochure

### ◆ *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: *Sonata Basics*

**ASK:**

- How well does Sonata sell at your dealership?
- How does it compare to the other Hyundai vehicles in regard to sales?
- Who are your typical buyers?
- Why are they attracted to Sonata? (Have them present what they know.)

◆ ***If Not Discussed, Review These Points***

- Sonata is larger than Elantra, yet smaller than Azera.
- Sonata appeals to customers who want superior value, a spacious interior and a distinctive appearance.
- Sonata appeals to buyers who want a Toyota Camry V6 or a Nissan Maxima, but find them out of their price range (instead, those people then shop the 4-cylinder Honda Accord and Nissan Altima).
- Sonata is versatile and sensible.

◆ ***Best Practices***

- Sales Consultants need to understand why their customers are shopping Sonata.

### 5-Minute Module #2: *Sonata Body Styles and Trim Levels*

**ASK:** What trim levels are available on the 2006 Sonata?  
(Have them present what they know.)

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

**For Sonata GL, all this is standard:**

- 2.4-liter 16-valve DOHC 4-cylinder engine with 162 horsepower
- 5-speed manual transmission
- Front side-impact and front and rear side-curtain airbags
- Front active head restraints
- Anti-lock Braking System (ABS), Traction Control System (TCS) and Electronic Stability Control (ECS)
- Power-assisted 4-wheel disc brakes
- CFC-free air conditioning
- AM/FM/CD/MP3 player with six speakers
- Tilt, leather-wrapped steering wheel and shift knob
- 60/40 split fold-down rear seatback
- Power windows, door locks and mirrors with heated lenses
- Keyless entry
- Cruise control

**For Sonata GLS, add the following items:**

- 4-speed SHIFTRONIC® automatic transmission
- Alloy wheels
- Driver's lumbar support
- Steering wheel-mounted audio controls
- Metal- or wood-grain interior accents
- Fog lights

**For Sonata GLS V6, add the following items:**

- 3.3-liter 24-valve DOHC V6 engine with 235 horsepower
- 5-speed SHIFTRONIC® automatic transmission
- Dual exhaust with chrome tips
- Solar control glass

## ◆ *Meeting Content*

### 5-Minute Module #2: *Sonata Body Styles and Trim Levels (continued)*

#### **For Sonata LX, add the following items:**

- 17-inch alloy wheels
- Chrome exterior door handles
- Leather seating surfaces
- Power driver's seat
- Heated front seats
- Fully automatic temperature control with air quality system and outside temperature display
- Electrochromic interior mirror with HomeLink® and compass
- Telescopic steering wheel
- Sliding center armrest

#### ◆ ***Best Practices***

- Sales Consultants need to know the trim levels and basic equipment of each model.

### 5-Minute Module #3: *Sonata—New for 2006*

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**ASK:** What's new for 2006 on Sonata? (Have them present what they know.)

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

- All V6 models have a standard 5-speed SHIFTRONIC® automatic transmission.

#### ◆ ***Review These Features That Are Standard on All Models***

- Front side-impact, and front and rear side-curtain airbags
- Front active head restraints
- Anti-lock Braking System (ABS), Traction Control System (TCS) and Electronic Stability Control (ECS)
- Power-assisted 4-wheel disc brakes
- CFC-free air conditioning
- AM/FM/CD/MP3 player with six speakers
- Tilt, leather-wrapped steering wheel and shift knob
- 60/40 split fold-down rear seatback
- Power windows, door locks and mirrors with heated lenses
- Keyless entry
- Cruise control

#### ◆ ***Best Practices***

- Sales Consultants need to know "what's new" and what's standard.

## ◆ Meeting Content

### 5-Minute Module #4: *Sonata and the Competition*

**ASK:** Who are the key competitors in this market? (Have them present what they know.)

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

##### **Segment Leaders**

- Toyota Camry
- Honda Accord
- Nissan Altima
- Ford Fusion
- Chevrolet Malibu

##### **Secondary Competitors**

- Mitsubishi Galant
- Mazda6
- Kia Optima
- Pontiac G6

**ASK:** What are some of Sonata's strengths when compared to its competition? (Have them present what they know.)

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

- Choice of a fuel-efficient 2.4-liter 16-valve DOHC 4-cylinder engine or the 3.3-liter 24-valve DOHC V6 engine
- 5-speed SHIFTRONIC® automatic transmission—standard with V6
- Standard safety features on all models that are either not available or optional on some of the competition
- Front side-impact airbags
- Front and rear side-curtain airbags
- Anti-lock Braking System (ABS), Traction Control System (TCS) and Electronic Stability Control (ECS)
- 4-wheel disc brakes
- Lower suggested retail price
- Longer warranty coverage
- AM/FM/CD/MP3 player with six speakers
- Power window, door locks and mirrors with heated lenses
- Remote keyless entry system with alarm
- 60/40 split-folding rear seat
- Variable intermittent windshield wipers

#### ◆ *Best Practices*

- Sales Consultants need to be aware of who the competitors are in the marketplace.

## ◆ *Exercises/2006 Sonata*

### ◆ *Demo Drive Exercise*

List six points that you cover during an Sonata demo drive:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### ◆ *Feature/Advantage/Benefit Practice–Role-Playing*

Practice linking advantages and benefits with the feature.

Follow this format:

**Example:**

“Earlier you mentioned that (performance was one of your major concerns). Well, the Hyundai (Sonata GLS V6) comes with (a 3.3-liter 24-valve DOHC aluminum V6 engine with 235 horsepower). It (provides you with a higher level of performance than a 4-cylinder engine, making the Sonata more fun to drive).

**Now, tailor a presentation for a customer who is interested in performance:**

“Earlier you mentioned that \_\_\_\_\_. Well, the Hyundai \_\_\_\_\_ has \_\_\_\_\_. These \_\_\_\_\_ and that \_\_\_\_\_.”

### ◆ *Walkaround Fill-in-the-Blanks Exercise*

For Sonata, fill in the features you would include in a typical walkaround presentation:

	Front	Side	Rear	Interior
Safety				
Performance				
Appearance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

## ◆ Test Drive Evaluation Worksheet

This is a general vehicle evaluation form. Use a new form with each vehicle you evaluate. At times, you may want to use a (1–5) rating system—5 being best and 1 being least favorable.

Vehicle (Year/Model/Trim) \_\_\_\_\_ Date \_\_\_\_\_

1. First do a vehicle inspection. Look for any scratches, dents or excessive dirt. Open and close the doors, trunk and hood. Check oil level.
  - What is your first impression of this vehicle? (1 2 3 4 5)
  - What impression do you get from the sound of the doors closing? (1 2 3 4 5)  
(Some doors will rattle if closed with the windows down)
2. Sit in the driver's seat and adjust the multi-position driver's seat and steering wheel to your driving comfort.
  - Are you able to find a comfortable position? (1 2 3 4 5)
  - Are the seat controls easy to use? (1 2 3 4 5)
3. Adjust the interior and exterior mirrors.
  - Are the controls easy to use/understand? (1 2 3 4 5)
4. Fasten the seatbelts and adjust shoulder belt height.
5. Start the engine. Check all gauges.
  - Are the gauges/instruments easy to see and interpret? (1 2 3 4 5)
6. Adjust the heating, ventilation, air conditioning (HVAC) and set a radio station.
  - Are the controls intuitive, and easy to understand and operate? (1 2 3 4 5)
7. Check the lights (low and high beam), turn signals, wipers (if equipped, rear wiper) and washer.
  - Were these controls easy to find and operate? (1 2 3 4 5)
8. Begin driving experience.
  - Is the transmission control/clutch easy and smooth to use? (1 2 3 4 5)
9. Check acceleration and braking under different NORMAL driving situations.
  - What are your impressions of the acceleration and braking for this type of vehicle? (1 2 3 4 5)
10. Make a series of left and right turns.
  - How does the steering feel? Light, quick, responsive? (1 2 3 4 5)
  - With the windows up, how quiet is the passenger compartment? (1 2 3 4 5)
  - Was there much road noise? (1 2 3 4 5)
11. After returning to the dealership, ask questions about any item on the vehicle that you did not understand.
12. List your favorable impressions. You'll find them useful when speaking with customers in the future.

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