



# *Accent*

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*The All-New,  
2006 Accent,  
Offers an  
Unprecedented  
Combination of  
Safety, Room,  
Power, Value  
and Warranty.*

## 6. *Accent Overview*

This section provides an overview of Accent.

**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 Accent

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

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

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

- Affordable: Inexpensively priced and well-equipped
- Well-Built: Reliable, durable, and backed by America's Best Warranty™
- Safe and Secure: Including high-tech safety features like 2-stage front airbags, front side airbags, and front and rear side-curtain airbags
- Inexpensive to Operate: Self-tuning engine, low maintenance requirements

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

### **Necessary**

**Materials:** Photocopy the exercise sheets on pages 4–5 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).
- *Accent Owner's Manual*
- Accent 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: *Accent Basics*

**ASK:**

- How well does Accent 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 Accent?  
(Have them present what they know.)

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

- Where Accent is positioned in the Hyundai line—it is the least expensive model.
- It appeals to customers who thought they could only afford a used car.
- It appeals to students and others who are on a budget.
- It delivers a unique mix of value, safety, style and economy, and an exceptionally long list of standard equipment.

◆ ***Best Practices***

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

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

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

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

**For Accent GLS 4-door sedan, all this is standard:**

- 110-horsepower 1.6-liter DOHC 4-cylinder engine
- Fully independent suspension
- 4-wheel disc brakes
- Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)
- Advanced front airbags, front seat-mounted side-impact airbags, and front and rear side-curtain airbags
- Power-assisted rack-and-pinion steering
- Dual remote mirrors
- AM/FM/CD audio system with six speakers
- Full cloth seats
- 60/40 split fold-down rear seat
- Tachometer
- Child safety rear door locks
- Remote trunk release

◆ ***Best Practices***

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

## ◆ Meeting Content

### 5-Minute Module #3: *Accent –2006 versus 2005*

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**ASK:** What are the differences between the 2006 and 2005 Accent?  
(Have them present what they know.)

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

- The 2006 Accent only comes in one body style, the 4-door sedan, and one trim level, the GLS.
- The 2005 Accent had 4-door sedan and 3-door hatchback bodies with both GLS and GT trims on the 3-door.
- The 2006 Accent is fully equipped with the latest safety equipment, some of which, like standard side-curtain airbags, cannot be found on some luxury makes.
- It has optional air conditioning, power windows, door locks, heated mirrors and alloy wheels.

#### ◆ *Best Practices*

- Sales Consultants need to know “what’s new.”

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

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

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

##### Segment Leaders

- Toyota ECHO
- Kia Rio
- Chevy Aveo

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

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

- Affordable to own and operate—dependable with minimum maintenance
- Fun to drive
- Safety-conscious, with 2-stage front airbags, side airbags, and front and rear side-curtain airbags
- 4-wheel disc brakes with standard Anti-lock Braking System (ABS)
- Optional air conditioning, power windows, door locks, heated mirrors, remote keyless entry and alloy wheels
- Multi-adjustable driver’s seat with folding armrest
- Dual remote mirrors
- Bodyside molding
- AM/FM/CD audio system with six speakers
- 60/40 split-fold-down rear seat

#### ◆ *Best Practices*

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

## ◆ Exercises/2006 Accent

### ◆ Demo Drive Exercise

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

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

### ◆ Case Study

She's a college student and it's time for new experiences, like the first time away from home, and her first new car. She's motivated to buy a new car because she has to drive to school in Boston, Massachusetts, and her 1994 Escort probably won't make the trip. Plus, her parents said they'd co-sign if she bought a new car—and they also want to be sure she's going to buy something that's reliable and not too "wacky."

- Her primary motivations: budget and style
- Her secondary motivation: durability
- Her parent's motivations: safety and durability

Budget	Style	Durability
1. _____ _____	1. _____ _____	1. _____ _____
2. _____ _____	2. _____ _____	2. _____ _____
3. _____ _____	3. _____ _____	3. _____ _____

## ◆ *Exercises/2006 Accent*

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

Practice linking advantages and benefits with the feature.

Follow this format:

**Example:**

“Earlier you mentioned that (safety is one of your major concerns). Well, the Hyundai (Accent ) comes standard with (front, front side-impact, and front and rear side-curtain airbags. It also has standard 4-wheel disc brakes with ABS).

**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 Accent, fill in 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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