



Welcome to the 2006 Sales Manager's Edition

*12-Step Sales Orientation—To provide you
with the framework to conduct training at your dealership.*

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12-Step Sales Orientation

2006 Manager's Edition

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12-Step Sales Orientation

Welcome to the Sales Manager's section of your 2006 Source Book,

We at Hyundai recognize that as a Sales Manager you face challenges of recruiting, training and maintaining an effective, efficient sales force. We've created this 12-Step Sales Orientation to help provide you with the framework to conduct training at your dealership. Whether you train one on one or in a group setting, these orientation tools help your salespeople grasp the Hyundai basics that they need to get started.

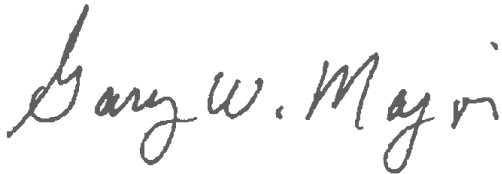
You'll notice that each Sales Orientation module is designed to be very time-efficient—in other words, you can get a lot accomplished in a very short period of time (and whenever it is convenient for you).

After completing a product module, we suggest that you have your Sales Consultants fill out the accompanying Test Drive Evaluation Worksheet and do a discovery walkaround and test drive on that model. Upon returning, have your Sales Consultants present the product to you or one of your managers. This will give you an indication of how a consultant will present this product to his or her next customer.

We encourage you to make the most out of all of the resources that are available to you and your sales team, including the 2006 *Source Book*, 2006 *Pocket Guide*, Product Flip-Tag Kits, "Dare to Compare" charts, 2006 Product CD, and online training and testing materials at www.HyundaiDealer.com, Sales Training Online. In addition, we have initiated our Sales Training Learning Management System (LMS) that provides this 12-Step Sales Orientation and STAR Certification online.

This combination of materials provides the vital information your sales team needs so they can be an ongoing asset for your customers.

Continued sales success in 2006,



Gary W. Major
Manager, National Sales Training

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