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1. Hyundai—The Brand

◆ Hyundai is a Value Innovator

Our Vehicles Offer Distinctive Styling

- Refined and inviting product attributes.
- They attract customers who have their own unique personality and presence.

Superior Value/Ownership Experience

- Dollar for dollar, our vehicles have significantly more to offer than what the competition offers.
- We have America's Best Warranty™—no other manufacturer comes close, and that translates into priceless peace of mind.

Unassuming Confidence

- Our company exudes a quiet, humble and dependable presence.
- This has a positive influence and impact on the organization and our customers.

◆ Building the Hyundai Brand

Hyundai is a company that is on the move. Our product line continues to grow and evolve. And model for model, Hyundai vehicles typically come better equipped. That's why more and more people are putting Hyundai vehicles on their shopping list for the very first time, these people realize that these are quality vehicles that have a lot to offer. In the coming years, the challenge is to continue growing the brand while making the Hyundai name synonymous with quality. To accomplish this in the eyes of your customer, you need to focus on three key elements:

1. **Ultimate Sales Advantage (USA) = warranty**
2. **Value packaging**
3. **Value pricing**

Each Hyundai is backed with the best warranty in the **U.S.A.**—and that gives you the Ultimate Sales Advantage (USA). This represents a bold step on Hyundai's part. This is a superior warranty than what is offered on the premium brands. It's better than BMW . . . better than Lexus, better than Mercedes-Benz. 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 our vehicles are equipped the way your customers want to buy them. In general, you will find that Hyundai offers very few options. There's a reason for that. People are typically distrusting of car salespeople; whenever anything is "added" to the sticker, customers become suspicious. Hyundai counters that by equipping our vehicles with the features your customers want without having to add 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 becomes quite evident when you take a Hyundai and comparably equip its competitors—they cannot deliver the same value. And while this helps your customers save money, which leads back to the first point, they don't have to sacrifice quality to get a good value.

2. *America's Best Warranty™*

◆ *The Hyundai Advantage*

Industry-leading buyer assurance:

The “basic” warranty coverage for most cars sold in the United States is 3 years or 36,000 miles, whichever comes first. Since reliability has become a key factor in the automotive customer’s buying decision, Hyundai has committed to offering more; much more. That’s why Hyundai covers all 2006 vehicles with the industry’s most comprehensive assurance package:

- If your customer has any questions regarding warranty coverage, take them to the Service Department and have them look at the Warranty Coverage Guide—it details precisely what is and what is not covered under the warranty.

◆ *5-Year/60,000-Mile New Vehicle Limited Warranty*

Covers nearly every new vehicle component:

- Covers repair or replacement of any component manufactured or originally installed by Hyundai that is defective in material or factory workmanship, under normal use and maintenance.
- The following components are covered for time and mileage limits indicated:
 - **Radio and sound systems (e.g., radio, cassette tape drive mechanism and compact disc player):** 3 years/36,000 miles
 - **Paint:** 3 years/36,000 miles
 - **Battery:** Years/unlimited miles (100% covered 2 years/unlimited miles; after 2 years and within 3 years, 25% cost of battery and 100% labor cost covered)
 - **Air conditioner refrigerant charge:** 1 year/unlimited miles
 - **Adjustments:** 1 year/12,000 miles
 - **Wear Items:** 1 year /12,000 miles (e.g., belts, brake pads and linings, clutch linings, filters, wiper blades, bulbs, fuses)

◆ *10-Year/100,000-Mile Powertrain Warranty*

Covers most engine and transaxle components:

- Covers repair or replacement of powertrain components (i.e., selected engine and transmission/transaxle components), originally manufactured or installed by Hyundai that is defective in material or factory workmanship, under normal use and maintenance.
- Coverage applies to original owner only.
- Second and/or subsequent owners have powertrain components coverage under the 5-year/60,000 mile New Vehicle Limited Warranty.
- Excludes coverage for vehicles placed in commercial use (i.e., taxi, route delivery, delivery service, rental, etc.).

◆ **5-Year/Unlimited-Mileage 24-Hour Roadside Assistance**

Covers towing (including accident-related), lockout, flat tire and jump-starting:

- Covers vehicle, regardless if current owner is original or subsequent owner.
- Includes the following full roadside amenities:
 - Towing for inoperable disablements, including accidents
 - Battery jump-starts
 - Change flat tire
 - Lock-out
 - Out of gas
 - Trip interruption

Hyundai Advantage[™]

AMERICA'S BEST WARRANTY[™]

DISCLAIMER: Hyundai Motor America reserves the right to limit services or reimbursement to any owner or driver when, in Hyundai Motor America's judgment, the Claims are beyond excessive in frequency or type of occurrence. Hyundai Roadside Assistance Services are provided through Cross Country Motor Club, Inc., Boston, MA 02155, except in Alaska, California, Hawaii, Oregon, Wisconsin, and Wyoming, where services are provided through Cross Country Motor Club of California, Inc., Boston, MA 02155. Hyundai Motor America makes no guarantee or warranty regarding Cross Country Motor Club, Inc. or Cross Country Motor Club of California, Inc.'s service and is not liable for the actions of its employees, or subcontractors.

Exclusions: Roadside Assistance is NOT A WARRANTY. For a description of the warranty covering your Hyundai, see the Hyundai New Vehicle Limited Warranty section of the Owner's Handbook. Roadside Assistance is a limited service, provided to you to help minimize any unforeseen vehicle operation inconvenience.

The Hyundai Roadside Assistance Program does not include reimbursement for any costs/charges for repairs, parts, labor, property loss or any other expense incurred as a result of accident/collision, vehicle abuse, racing, vandalism or other items not covered by the Hyundai New Vehicle Limited Warranty. Also excluded are services for snow tires, repair to studs, mounting or demounting of snow chains, and any fines, fees or taxes associated with impound towing as a result of any actual or alleged violation of any law or regulation.

America's Best Warranty[™]

◆ ***7-Year/Unlimited-Mileage Anti-Perforation Warranty***

Covers corrosion-related rust-through of body sheet metal from inside to out:

- Covers perforation (rust hole through the body panel from inside to outside) corrosion of original Hyundai body sheet metal due to defects in material or factory workmanship, under normal use and maintenance.
- Excludes surface corrosion.

◆ ***8-Year/80,000-Mile Federal Emission Defect and Performance Warranty***

- Covers repair or replacement of the following original Hyundai major emissions control components that cause the vehicle to fail to conform to an applicable EPA-approved Inspection/Maintenance Program:

- 1. Catalytic Converter**
- 2. Engine Control Module**
- 3. Onboard Emissions Diagnostic Device (OBDII)**

- Other EPA (Environmental Protection Agency) emissions warranty parts are covered under the 5-year/60,000-mile New Vehicle Limited Warranty.

◆ ***7-Year/70,000-Mile California Emission Control System Warranty***

- Applies to vehicles manufactured to California specifications, which are distributed by Hyundai Motor America and registered in the states of California, Vermont or Massachusetts.
- Covers repair or replacement of specific original Hyundai emissions components (specific covered emissions components vary by model).
- The California Emission Control Systems Warranty is in addition to Federal Emission Defect and Performance Warranty.
- Other California Emission Control Systems Warranty emissions warranty parts are covered under the 5-year/60,000-mile New Vehicle Limited Warranty.

◆ ***12-Month/12,000-Mile Replacement Parts and Accessory Limited Warranty***

- Covers repair or replacement of any Hyundai Genuine Replacement Parts or Accessories supplied by Hyundai that are defective in material or factory workmanship, under normal use and maintenance.
- Genuine Hyundai Parts or Accessories supplied by Hyundai and purchased from an authorized Hyundai dealer, but not installed by an authorized Hyundai Dealer, are covered for 12 months/unlimited miles.
- Accessories installed on a vehicle at the time of or prior to the vehicle's date of first use are covered under the 5-year/60,000-mile New Vehicle Limited Warranty.
- Accessories installed after the vehicle's date of first use are covered for 12 months/12,000 miles.

This package will boost consumer confidence in the reliability, durability and dependability of Hyundai cars. It will significantly strengthen Hyundai's image.

◆ *Tire Company Assistance*

Hyundai vehicles are equipped with tires produced by:

BF Goodrich	(800) 847-3435 or (877) 788-8899
Bridgestone	(800) 847-3272
Hankook	(800) 426-8252
Kumho	(800) 445-8646 or (800) 335-8646
Michelin®	(800) 847-3435

If your customers have a question regarding tire service or replacement tire availability, please have them contact the appropriate tire manufacturer for assistance.

3. Selling Skills

◆ *Creating a Customer-Focused Presentation*

Here are some guidelines to effectively work with customers:

- Approach all customers with a “How may I help you?” attitude.
- Getting from “Hello” to the product presentation usually involves these three steps: Upon first approaching a customer, you may encounter any of these initial challenges from the customer:
 - “I like this car. What is your best price?”
 - “I just stopped by to look—I don’t have much time right now.”
 - “I’m looking for a car, and I need some information.”

So how do you handle these initial challenges and move on with your presentation?

◆ *Building a Relationship*

Here are some key ways to help build a relationship with your customers:

- **Prompt service/convenience:** Customers want a Sales Consultant who can take care of their needs quickly while making it easy for them.
- **Courtesy/fairness:** Customers want a Sales Consultant who demonstrates integrity and is cooperative.
- **Dependability:** Be sure to deliver what you say you will deliver—on time, completely and accurately.
- **Interest:** Be responsive to the customers’ needs, listen to their problems and respond to all of their questions. Make them feel comfortable.
- **Confidence/being the best:** Let them know that you know your product and know what you are talking about. Be competent, thorough and reliable.
- **Listen:** Pay full attention to what the customer is saying—do not interrupt.

The bottom line—after doing all of the above—you’re still not done. You have to actively listen to what your customer has to say. Before a customer’s needs can be met, you must understand exactly what they are.

- Give each customer your full attention.
- Listen with an open mind (even if you think you know what he or she is going to say).
- Don’t interrupt.

Done right, your customers will become your best sales force—referring you to their friends and family. Just think, this is an excellent opportunity to spread the Hyundai name and reputation as a quality car company. Give these buyers something to be proud of and they will do the rest.

◆ *How to Uncover What a Customer Wants*

The secret of discovering what your customers want is answered in two words: **ask questions**. You are not a mind reader (nor are you expected to be one). So, when you first meet a customer, ask questions instead of opening up a brochure or diving into a walkaround presentation. Find out what your customer wants and needs instead of telling a long story about your dealership's history. And remember, give your customer what he or she asks for, not what you think he or she wants.

Here are some open-ended questions that you could ask:

- "What are the three most important things you want to accomplish by buying a new car?"
- "What are three things that you want your new car to do better than the car you're driving now?"
- "How would a new car improve your life?"
- "What kind of driving do you do?"
- "How far do you drive to work?"
- "How many kids do you have?"
- "How many people ride in your car?"
- "What's more important to you—performance or comfort?"

*Questions like these generate and stimulate conversation.
Remember, no customer ever ended a presentation when they were doing the talking!
And don't stop with those initial questions.*

Follow up with probing questions like these:

- "Tell me more . . ."
- "And?"
- "I'm curious—why is that?"
- "In what way?"
- "Describe that for me, please."
- "How so?"

Get your customer to "tell a story."

Probing questions let you discover what's really motivating your customer. But if you just get them to answer the questions and then go into your "set" presentation, you've just wasted their time.

That's where you need to ask clarifying questions, like this:

- "So if I hear you right, luxury is important to you—is that correct?" If they say yes, start presenting "luxury" features. If they say no, find out what is important to them.

Here are some other clarifying questions:

- “If I understand you correctly, you’re saying . . .”
- “What you mean by that is . . .”
- “Is that what you’re saying?”
- “So if you could find the perfect car, it would be . . .”

◆ **After the Initial Greeting**

Continue by asking, “Do you mind if I ask you a few questions?”

Once you have permission, you might follow up with questions like:

- “To make the best use of your time, can I ask you which model or equipment you are interested in?”
 - If price is the customer’s primary issue, try to find out which competitors the customer has been shopping. Chances are, the customer has been shopping vehicles with fewer standard features. By starting a conversation about competitors, you can steer toward Hyundai’s additional features and a workaround.
- “To make the best use of your time, can I ask you what you would like to accomplish today?”
 - If the customer doesn’t have much time, express your concern that the customer makes the most out of the time available. Ask which key information he or she would like to leave with and address those key areas in a workaround.
- “To make the best use of your time, can I ask you what information you are looking for?”
 - If the customer simply wants information, it may be tempting to launch into a full description of a car’s features, advantages and benefits. However, the entire complement of features will not appeal to every customer. You must zero-in on what will interest a particular customer most. Keep asking questions to learn about the customer’s motivations in buying a new car.

◆ **Open-Ended Questions**

As you continue to ask your customer questions, they should be open-ended questions. Those are questions that cannot be answered with a simple yes or no.

Typically, open-ended questions start with: who, what, when, where, why or how.

Here are some examples:

- “How many miles do you drive to work each day?”
- “What are you driving now?”
- “What other cars are you considering?”
- “How many people typically ride with you?”
- “How will you be using this car—for business or pleasure?”

You want to get a comprehensive picture of the customer’s lifestyle and values, which will guide you in presenting features in the workaround.

For example:

- “How many miles does the customer drive to work each day?”
– Comfort features and fuel economy might be important.
- “How many children does the customer have?”
– Be sure to touch on child safety features.
- “Is style more important to the customer than safety?”
– Stress the appearance features in your walkaround.

*Remember, customer inquiry does not end when the walkaround begins.
Keep asking questions to continually guide your presentation.*

◆ **Probing Questions**

Now, to take it to the next level, after you have found out a little about your customer, delve deeper by asking probing questions, like:

- “Tell me more about . . .”
- “And?”
- “I’m curious, why is that?”
- “In what way?”
- “Describe that for me?”
- “How so?”

Using probing questions lets you discover what is really motivating your customer.

•• FYI ••

*Another “probing” technique is to be quiet, to let the customer talk.
So don’t talk too much or too soon.*

◆ **Clarifying Questions**

Use clarifying questions to ensure that you got it right that safety is more important than performance or that appearance out-ranks comfort.

These are clarifying questions:

- “If I understand you correctly . . .”
- “What you mean by that is . . .”
- “Is that what you’re saying?”
- “So if you could find the perfect car . . .”

Probing and clarifying questions help you tap into what’s motivating your customer. In your presentation, you can also insert family names and personal information that you have learned so far. Like this:

“The towing capacity of the Santa Fe is ideal when towing your jet skis to the lake so you can enjoy your vacation home. And in back, there’s plenty of space for all of your luggage.”

It’s easy to create “simplistic” analogies, but what makes the sale is when you are able to integrate what you have learned and make your presentation more appropriate to each individual customer.

◆ *The Walkaround Presentation*

Now that you have a clear picture of what the customer is looking for, you can tailor the walkaround to the customer's taste and needs. Hyundai has organized each model's full complement of features into seven categories:

- Safety
- Performance
- Appearance
- Comfort
- Convenience
- Economy
- Durability

These seven categories reflect common buyer motivations that attract customers to vehicles. By thinking in terms of the acronym **SPACCED**, you will be able to quickly build a presentation to target areas of most importance to a customer.

For example, suppose that you find that a customer has these characteristics:

A young professional just starting out with a fairly good income:

- Likes the idea of a new car every few years.
- Is very style-conscious.
- Wants a car that is fun to drive.

*Your walkaround—perhaps on Sonata—would stress Performance, Appearance and Comfort features.
•• Feature/Function and you have no Benefit without a customer ••*

For each feature, you would present three elements:

- **Feature:** The feature name (what it is)
- **Function:** How it works or what it does
- **Benefit:** How the feature benefits the customer

The key here is that without a customer, there is no benefit because the benefit changes for each customer based on what's important to them.

The customer outlined above would probably be interested in Azera's engine performance.

You would present this feature as follows:

- **Feature:** 3.8-liter V6 engine
- **Function:** Develops 263 horsepower.
- **Benefit:** When driving to work, you'll appreciate the excellent acceleration as you get on the freeway or when passing other vehicles.

As you present the feature, function and benefit, be sure to ask the customer confirmation questions. For the example above, you might ask, "Am I correct that excellent acceleration and good fuel economy are important to you?"

Note: BE FLEXIBLE.

*Whatever your customer is interested in, go there first.
You are in charge of your product knowledge and you can always redirect your
customer and make them aware of feature and benefits specific to them.*

◆ *What's the "D. E. A. L. S."?*

You're on the right track—you've asked the right questions, you know what your customer is interested in. Now, you can take your customer interaction to the next level with D.E.A.L.S.:

- **D**ramatizations can help get the customer to imagine a situation where a particular feature might be of value.
- **E**xhibits can be effectively used to demonstrate the product or features, functions and benefits.
- **A**necdotes are stories that you can use to illustrate a benefit. They are different from dramatizations in that they really happened to you—or better yet, to one of your customers.
- **L** stands for the word "like"—or an analogy. Analogies can be used to explain sophisticated technologies in a simple way. For example, "A crankshaft takes the up-and-down motion of the pistons and turns it into circular motion in the same way a bicycle crank transforms the up-and-down motion of your legs."
- **S**tatistics can enhance your presentation by providing detailed facts that the customer would not otherwise know. But be careful—don't throw out random statistics, only use those that are relevant and impressive to your customer.

All these are additional tools you can use when working with a customer to make an emotional connection with the Hyundai vehicle you are presenting.

◆ *How to Present Competitive Advantages*

One of the biggest challenges you face is dealing with customer questions regarding competitive comparisons. Customers come in knowing manufacturer's suggested retail price, dealer cost, advertising costs—literally everything is readily available to car buyers on the Internet.

When they come to you, they want answers and they want to see if the car they are interested in measures up to their expectations. When someone raises a competitive question, think before you answer:

1. Make sure your customer is comparing the correct trim level so it's an "apples-to-apples" comparison.
2. Do not "put down" the other car they are considering. Rather, state something like, "Yes, the Toyota Camry is an excellent sedan, but in the area of performance, I think you'll find the Sonata GLS is more fun to drive. It also has more horsepower more than the Camry LE V6."
3. Acknowledge that your customer has done his or her research—and confirm that the Camry is a good car, it's just in this area, Sonata has more to offer.

*Using this technique, you're not "slamming" the competition.
Rather, you're focusing on the strengths of the Hyundai, and that helps
build credibility in the eyes of your customer.*

◆ *Customer Assistance Tips*

Here are some guidelines to help you assist your customers to understand their new Hyundai vehicle:

- **Dome and Map Lights:** Some customers need help understanding how the dome light works. Point out there are three settings:
 - **DOOR:** In the “DOOR” position, the interior courtesy light comes on when any door is opened.
 - **ON:** In the “ON” position, the light stays on at all times.
 - **OFF:** In the “OFF” position, the light stays off at all times.
- **Integrated Memory System (IMS):** On Azera models, be sure to show your customer how the Integrated Memory System operates for the driver’s seat, outside mirror positions and steering column.
- **CD Player:** If your customers are having trouble playing a CD, be sure they’re inserting the CD with the label facing upward. On models with the in-dash 6-disc CD player, be sure they know they have to press the “Load” button before inserting a CD and to be patient (this process takes a little time to complete).
- **Locks:** Here are some tips to share with customers who might be having trouble locking or unlocking their doors:
 - **Locking/Unlocking Doors with the Key:** At the driver’s door, lock all doors by turning the key toward the front of the vehicle and unlock by turning the key toward the rear. To unlock all doors, turn the key toward the rear twice.
 - **Locking/Unlocking Doors Using the Central Door Master Switch:** This switch is located on the driver’s armrest. This switch may be toggled to lock or unlock all doors simultaneously.
 - **Locking/Unlocking Doors Using the Remote Keyless Entry System:** When locking doors, close all the doors and then push the lock button on the transmitter. When unlocking doors, push the unlock button on the transmitter.

Remember, on some Hyundai models, pushing the unlock button on the remote keyless entry system once only unlocks the driver’s door; you have to push the unlock button twice to unlock all of the doors.

- **Cruise Control:** Some customers don’t understand how to use the cruise control system. Be sure they know how to switch it on first and that cruise control will not operate if they are going below 25 mph.

Remember, cruise control functions can vary on vehicles equipped with the SHIFTRONIC® automatic transmission. On some vehicles, cruise control will continue to function when in manual shift mode, while on others it will not.

- **Windshield Wipers:** Remind your customers that the intermittent windshield wiper switch has three positions:
 - The first position activates intermittent operation.
 - The second setting is for low-speed operation.
 - The third setting is for high-speed wiping action.
 - On vehicles equipped with a rear wiper, be sure to point out if the control is on the dash or at the end of the stalk.
 - **Here's a challenge every manufacturer faces:** The customer says their wipers “smear” the windshield when they wipe. To extend the life and improve the cleaning action of the vehicles windshield wiper blades, have your customers use a plastic scrubbing pad (such as a Scotch-Brite™ “Delicate Duty Scrub Sponge”), dampen it in rubbing alcohol and wipe the blades to remove road grime accumulation on the wiping edge (or, they can use alcohol wipes). Remind them to clean the rear wiper blade, too.
- **Santa Fe Roof Rails:** Some customers have stated that their Santa Fe roof rail cross-rails cause wind noise. You can recommend that when the cross-rails are not in use, they be removed and stowed at home. If the cross-rails are left on the vehicle, they should be properly mounted because mounting the cross-rails backwards is easy to do and will increase wind noise significantly. There are labels on the bottom of the cross-rails that show the direction in which the cross-rails need to be installed. You can also recommend moving the front cross-rail rearward approximately 19 inches from the seam line on the factory side rail. Positioning it in this manner will reduce wind noise, particularly in vehicles equipped with a sunroof:
 - If their Santa Fe came with the optional cross-rails, be sure your customers know the key is in the glove box and how to use that key to adjust and remove the cross-rails.
- **Removing Fog on the Windshield:** The reality is windows fog up and often customers do not have a clue how to defog the windshield:
 - When it occurs on the inside of the windshield, have your customers set the airflow control to the defrost position. The air conditioning automatically turns on (even if the light does not come on) and the “Fresh” mode is automatically activated. Then have them set the temperature control at the desired position. Finally, have them set the fan speed control between the 1 and 4 positions.
 - If frost or condensation is on the outside, you have to set the temperature on warm. Some customers do not understand how to defog/defrost windows with Automatic Climate Control. Here's how to do it: Press the Defrost button—and when they do that, the defrost mode is automatically selected and the air is routed through the windshield defrosts vents. In addition, to assist in defrosting, the air conditioning comes on automatically if the temperature is higher than 38.3°F (and automatically turns off if the temperature drops below 38.3°F).
 - Remind customers that they may still have to adjust the temperature to remove the fog/frost.

- **Remote Fuel-Filler Door:** Be sure to demonstrate its operation and show the owner where the emergency release is located (on cars, it's in the trunk; on Santa Fe, it's behind a panel in the cargo area on driver's side). There's nothing more frustrating than having a new car and not being able to open the fuel-filler door.
- **4-Wheel On-Demand:** Tucson 4-wheel-drive models come equipped with an electronic InterActive Torque Management 4-wheel-drive system. The button on the dash marked "4WD lock," when selected, will manually "lock" into 4WD for a continuous 50/50 power split between the front and rear wheels for off-road and slippery applications. The 4WD lock will begin to disengage at 20 mph and will be fully disengaged at speeds over 25 mph. The system will begin to re-lock when speeds are below 25 mph. The system is disabled when ABS is activated.
- **Electronic Stability Control (ESC):** When the system senses a loss of traction in a turn, ESC takes the appropriate corrective measures, including reducing the throttle and selectively applying the brakes on the proper wheel or wheels. In many cases, ESC reacts before the driver is aware of a loss of traction.

Customers expect a vehicle to be intuitive. If that's not the case, it can confuse them, which can affect IQS. So look at this as your chance to help all your customers thoroughly enjoy their new Hyundai—right from the start.

◆ *Resolutions for the Sales Professional*

Here is a list of 10 professional salesperson resolutions:

1. **Listen so my customers will talk and talk so that my customers 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 customer-focused.
2. **Maintain a professional appearance.** I will look the part of a successful sales professional. I will dress appropriately for my customer 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 and my competition, and improving my knowledge of the Internet. I will continue to test myself throughout the year. I will become more effective 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 and 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 customers don't know me well enough to personally reject me. Therefore, I will accept a customer'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 customer's time.** This year I will value my customer's dealership experience. I will help each customer 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 customers 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 customers 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 customers save money, help them increase their lifestyle and help solve their problems. I help my customers win! I am proud to be a Hyundai sales professional.

If you have your own resolutions, please e-mail them to srsupport@hmausa.com. We'd like to hear from you.

4. *Why Build an Evidence Manual?*

◆ *What Is an Evidence Manual?*

An Evidence Manual can be something as simple as a 3-ring binder in which you keep clippings of various stories that appear in the local newspaper or magazine that talk about Hyundai vehicles. Consider including:

- Road tests from automotive enthusiast magazines
- Articles that appear in the local paper about Hyundai
- Reviews from the Internet
- Test results from the Insurance Institute for Highway Safety (IIHS) or NHTSA

Why should you build an Evidence Manual?

Because today's customers are very well-read, thanks to the Internet. Our research shows that more than 70% of all Hyundai customers "shop" the Internet before they come into your dealership. Customers use the Internet to find:

- Price—both retail and wholesale
- Standard equipment
- Competitive comparisons
- Inventory availability

Therefore, you need to know what they're looking at. It's important to take time to check out the various automotive sites so you're familiar with what's out there. While you're there, you might as well print out the positive road test reviews of Hyundai vehicles, 3-hole punch them, and build your own Evidence Manual. That way, you can share this information with your customers, providing third-party endorsements of why a Hyundai vehicle is superior to the other vehicles in its class.

◆ *Your Evidence Manual*

Sources for Evidence Manual product information:

- **New Car Test Drive magazine:** www.nctd.com
- **Edmunds:** www.edmunds.com
- **IntelliChoice:** www.intellichoice.com
- **AutoSite:** www.autosite.com

Be sure to check every month as these sites are often updating their reviews. When you find a good one, add it to your Evidence Manual.

Also, keep an eye out for magazines that have good road tests of Hyundai vehicles. Copy the articles and add them to your manual.

5. *The Power of the Purse*[®]

◆ *Tips on Selling to Women Buyers*

Women customers continue to make up a larger and larger portion of the new car market.

Take a look at these statistics:

- On the average, women purchase 49% of all passenger cars and 29% of all light trucks.
- Women influence 80% of all car purchases made in the U.S.
- Women spend more than \$80 billion on cars each year.

Hyundai offers a program to help women buyers prepare for a new car purchase. This program, called **The Power of the Purse**[®], coaches women in how to select a dealership, how to prepare for a showroom visit and how to successfully navigate through the sales process. The fact that such a program is needed indicates that many women feel uncomfortable about buying a new car.

Here are some tips on dealing with women customers:

- According to research, most women say that their primary concern is safety, followed by low monthly payments and overall price. Therefore, you may want to emphasize Hyundai's great safety features that come as standard equipment.
- Don't be aggressive. When making contact with the customer, offer assistance. If the customer states that she's just looking, introduce yourself and say, "Okay. If you see something you like, I'll be in the sales office."
- When the customer is speaking, give her your undivided attention. Of course, you should listen attentively to all customers, but to the woman customer, active listening is particularly important.

*For more information about **The Power of the Purse**[®], see www.hyundaiusa.com.*

6. *The Growing Hispanic Market*

◆ *Keys to Increasing Your Hispanic Buyers*

Hispanics represent a large consumer segment in major U.S. markets. It is expected that by the end of 2007 Hispanic buying power will reach more than \$965 billion.

Responding to this, Hyundai has a program, “Hyundai Valor” that communicates directly to the Hispanic market.

This program includes:

- Special promotions targeted for Hispanic customers
- Unique point-of-sale elements in Spanish for your dealership
- A national advertising campaign that’s specifically produced for Hispanic viewers (not just a translation of the English-language commercials)
- Dealer advertising materials produced in Spanish
- Various sales training materials produced in Spanish (some are available on www.hyundaidealer.com)
- We recommend that you become familiar with all of the materials in the Hyundai Ad Planner.

7. Associate Purchase Program (APP)

The Hyundai Associate Purchase Program (APP) has been designed to provide our associates (both through vendor relationships and Friends and Family) with the opportunity to purchase a new Hyundai vehicle at preferred pricing.

◆ Program Price

- Hyundai's Associate Purchase Program offers those who qualify the opportunity to purchase a new Hyundai for \$100 over total dealer invoice less advertising charges. Note that total invoice includes an inland freight and handling fee listed on the dealer invoice. Dealer-installed accessories are not included in the price of the vehicle and shall be negotiated as part of the total vehicle purchase.
- Additionally, Hyundai will reimburse the buyer the \$100 they paid over invoice when they fill out a brief questionnaire and return it to Hyundai Motor America with the APP program claim form endorsed by the selling dealership. It's our way of welcoming these buyers to the Hyundai family!

◆ Vendors of Hyundai

Approved vendors are those who are currently doing business with Hyundai Motor America or Hyundai Motor Finance Co. They will receive a Company ID code. This code is required to obtain a claim number. This claim number will allow the employee of the approved vendor to go to a participating dealership and purchase a vehicle under the special pricing offered under Hyundai's Associate Purchase Plan.

◆ Friends and Family of Hyundai Employees

Friends and Family of Hyundai Motor America or Hyundai Motor Finance Co. employees must first receive a claim number through their associate at Hyundai. Upon obtaining their claim number, they may go directly to a dealership. They must have a claim number, as that is the only way a participating dealership can identify their association with this program.

◆ Steps to Ensure a Smooth Associate Purchase

1. The prospective buyer visits www.HyundaiAPP.com.
2. On the Internet site, they generate a Claim Number*.
3. Then, they "Select a Vehicle" to see invoice price.
4. The associate then locates a participating Hyundai dealership.
5. They take the claim number to any participating Hyundai dealership.
6. Upon meeting with the dealership salesperson, tell him or her that they would like to purchase a new Hyundai under the Associate Purchase Program.
7. The transaction is completed and they drive away in their new Hyundai.

* Friends and Family must get a claim number from a Hyundai employee prior to entering the website.

◆ **Frequently Asked Questions**

Q. How does the program work?

A. Individuals who qualify for our Associate Purchase Program are eligible to purchase new Hyundai vehicles for \$100 above total invoice price (including inland freight and handling charge), less advertising charges. Customers are also eligible for any consumer rebate the vehicle may have at the time of purchase. Additionally, Hyundai will reimburse the \$100 that they paid over invoice when they fill out a brief questionnaire and return it to us with copies of their purchase paperwork.

Q. Who qualifies for Hyundai's Associate Purchase Program?

A. Approved vendors who are currently doing business with Hyundai Motor America or Hyundai Motor Finance Co. and have a Company ID code provided from Hyundai are eligible to participate. Friends and Family of Hyundai Motor America and Hyundai Motor Finance Co. employees are also eligible to participate in the program; however, they will go through a slightly different process to make their purchase.

Q. Are all Hyundai vehicles included in this program?

A. With the occasional exception where a vehicle experiences limited availability, all Hyundai vehicles are eligible to be purchased under this program.

Q. What are the steps necessary to purchase a vehicle under the program?

A. The steps necessary to purchase a new Hyundai are really very simple. Hyundai's Associate Purchase Program has been designed to make the purchase of a new Hyundai very simple. The steps are few, and the benefits are many.

Q. What does the customer need to bring to the dealership to purchase a vehicle?

A. The steps listed above outline the necessary information that they will need to have when they visit the dealership. The key things to bring are the claim number and an ID that shows they work for an approved vendor. Friends and Family associates should bring their claim number as well as a photo ID with them to the dealership.

Q. How do they get their \$100 back?

A. It's simple. They go to the www.HyundaiAPP.com website after they purchase their vehicle and enter their claim number. They will see the "APP Reimbursement" page that outlines all of the details, provides them with the questionnaire, address to send paperwork to, etc. Once again, it is important that they keep their claim number as it is needed to enter into this site.

Q. What about accessories that they want to have added on prior to purchase?

A. Accessories added on by the dealership will need to be negotiated during the purchase transaction, as there is no pre-negotiated price on dealer-installed accessories.

Q. How will the value of a trade-in affect the price of the new Hyundai?

A. The value of a trade-in is negotiated between the customer and the dealer during the purchase transaction and applied toward the cost of a new Hyundai.

Q. How do these customers finance a vehicle that is purchased through Hyundai's Associate Purchase Program?

- A. Financing a vehicle purchased through our program is handled the same way as any vehicle purchase. The customer may choose from a variety of financial sources such as HMFC, their bank or credit union, or through the dealership. Please understand that, like any vehicle purchase, normal credit standards apply.

Q. How does the customer know how much a vehicle costs under the program?

- A. The www.HyundaiAPP.com website provides these customer with the invoice pricing that is on our vehicles at the time they visit the site. Program purchases will be at \$100 over the total invoice price, less advertising expenses. The total invoice price will include the inland freight and handling charge. While every effort is made to show the customer the correct invoice prices, they may vary slightly due to modifications, timing, etc. The dealership will show these customers the actual invoice of the vehicle they select when they visit the dealership to ensure that they are paying the actual invoice price of the vehicle they select. Any applicable dealer-installed accessories, fees, tax, title and license also must be added to the total purchase price.

Q. Can these customers lease a vehicle under the program?

- A. Yes, the APP program can be used for leasing. The same price that applies to the purchase will apply to the lease. Hyundai's Associate Purchase Program has been designed to give these customers a hassle-free purchase experience of a new Hyundai. Every effort has been made to provide all necessary program information on the program website www.HyundaiAPP.com.

Should there be any further questions, however, contact the APP help desk at 1-800-243-4462.

Remember, these are "special" customers, so make this a special buying experience.

Three Key Customer Concerns to Overcome

A recent J.D. Power and Associates Survey indicated that there are three main reasons people turn away from Hyundai: the reliability of the vehicle, resale value of the vehicle and treatment at the dealership.

1. **Reliability:** In the survey, your customers questioned their loved ones' safety and peace of mind, wondering if the Hyundai they were interested in would perform, day-in and day-out. Will it start, will it be in the shop a lot, is this car going to last a long time?

The resounding answer is that Hyundai builds great vehicles—and you can prove it. Hyundai has had America's Best Warranty™ for the past five years, receiving accolades and winning awards for safety and quality year after year.

Hyundai finished in the top 10 in the 2005 J.D. Power and Associates Initial Quality Survey, beating brands such as Honda, Acura, Nissan, Scion, Mitsubishi, Chevrolet, Ford and Chrysler. Tucson scored impressively high, being ranked as the "Highest-quality all-new model launched in the industry in 2005," according to J.D. Power and Associates.

The all-new 2006 Hyundai Sonata beat Honda Accord and Toyota Camry, its primary competitors in the midsize sedan segment, taking first place in an Edmunds.com Inside Line comparison test in July 2005. Edmunds.com reported, "In the end, it wasn't even close . . . in the areas of performance and features, the Hyundai won in a landslide."

More accolades, and safety and quality awards can be found in the 2006 Source Book and online at hyundaidealer.com: Sales Training Online, Manager Resources, Links (NHTSA National Highway Traffic Safety Association), HyundaiNews.com.

2. **Resale Value:** Customers were concerned if their Hyundai would hold its value. What most people don't understand is that Hyundai's Warranties are transferable—the 10-year/100,000-mile warranty will revert to a 5-year/60,000-mile warranty once it is sold to the next owner. And the warranty follows for each owner after that. So, after 3 years and 36,000 miles, a Toyota, Nissan or Honda would have completed its warranty term, but a Hyundai vehicle still has 24,000 miles left on the engine/drivetrain and 24,000 miles left on the Vehicle Limited Warranty. Toyota, Nissan and Honda warranties would have long since expired.

Become familiar with the Warranty Section and "Dare to Compare" charts to answer any questions that your customers bring up.

3. **Customer Service:** Customers that reject purchasing a Hyundai cited a poor salesperson and dealership treatment as key reasons they left the dealership.

We know that you cannot please everyone, but this is an area where you can make a big difference. Just by reviewing the Keys to Customer Satisfaction, you have already begun to improve your customer skills.

Review the Warranty and Selling Skills sections, especially the Probing Questions and Clarifying Questions sections, and you will begin to build a competitive advantage and build customer relationships one deal at a time. These relationships, if cultivated and followed up on, will bring you huge sales dividends. You have the power to make a difference in your customers' sales experience!