

2009/2010

KEYS TO CUSTOMER SATISFACTION

–Selling Tips



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DAILY REMINDERS FOR THE SALES PROFESSIONAL

The following 10 tips will help assure your sales success and put your daily sales activities in perspective:

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 suggestions, please e-mail them to srsupport@hmausa.com. We’d like to hear from you.

BUILDING A RELATIONSHIP

Here Are Some Key Ways to Help Build a Relationship with Your Customers

- **Prompt service/convenience:** Take care of your customer's needs quickly while making it easy for them.
- **Courtesy/fairness:** Always be polite, courteous and cooperative.
- **Dependability:** Deliver what you say you will—on time, completely and accurately.
- **Interest:** Listen closely to your customers' needs and problems, then respond to all of their questions.
- **Confidence/being the best:** Demonstrate that you know your product and what you're talking about.
- **Honesty:** Tell the whole truth... and nothing but the truth.
- **Integrity:** Always have your customer's best interests at heart.
- **Respect for customer's time:** Be competent, thorough and reliable—don't waste their time and don't interrupt.
- **Appreciation:** Let them know that you appreciate their business.

Remember, before a customer's needs can be met, you must understand exactly what their needs are.

Done right, your customers will become your best sales force—referring you to their friends, family and associates. 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.

ESTABLISHING TRUST

The primary barrier between you and your customers is one of trust. The customer doesn't trust you to give them the information they need and they certainly don't trust you to give them the best price. *Why should they?* They just met you and don't know you.

Of course, you may not trust your customers either. You don't trust them to tell the truth about their trade, how much they can really afford to spend or what their credit rating is really like.

So how do you go about building trust? The first step is to build rapport with the customer.

BUILDING RAPPORT

Rapport is an emotional bond or friendly relationship between people. It's based on the fact that each person's concerns are very important. And when you understand and share each other's concerns, you earn the right to present the vehicle with your customer's concerns in mind. We call this process earning the Right of Passage.

RIGHT OF PASSAGE

The Right of Passage helps you use the "give-and-take" of a conversation to build a rapport and engage the customer. A good rule to follow is that if you *give* some information, you need to *take* in some information in return.

When you welcome a customer, give them your name and mention that you enjoy working at your dealership and how much you enjoy driving Hyundai vehicles. In return, you *ask* their name, what brings them to the dealership today and which Hyundai model is their favorite.

Use this "give-and-take" method to work your way through the initial greeting. This process enables you to build a relationship with the customer and thereby start to establish trust.

How to Uncover What a Customer Wants— Continuing the Greeting and the Right of Passage

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, ask questions instead of diving into a walkaround presentation. Find out what your customer wants and needs, continue to "give-and-take" with your new "friend."

BUILDING A RELATIONSHIP

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:

Example 1

“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.

Example 2

“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 buyer motivations in buying a new car.

Example 3

“To make the best use of your time, can I ask you which Hyundai model or equipment interests you? What other vehicles are you looking at?”

- 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.

SHARING INFORMATION FOR A CUSTOMER-FOCUSED PRESENTATION

QUESTION TYPES

Open-Ended Questions

As you continue to ask your customer questions, you should use open-ended or probing questions. These are questions that cannot be answered with a simple “yes” or “no.” They attempt to get more information, but don’t forget to find similarity with your customer. Show them that you are just like them.

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?”
- “Which other cars are you considering?”
- “Who else will be driving the car?”
- “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 walkaround.

- “How many miles do you drive to work each day?”
 - Comfort features and fuel economy might be important. Are they important to you?
- “How many children do you have?”
 - Be sure to touch on child safety features. Is this important to you?
- “Is style more important than safety?”
 - Stress the appearance features in your walkaround. Style is always important.

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

Probing Questions

One of the best ways to get even more information is by asking probing, “fill-in-the-blank” questions, like:

- “Tell me about your perfect new vehicle”
- “So, if you could find the perfect car, what would it be?”

After they answer, follow-up questions give you even more information:

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

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

Part of the “probing” technique is to be *quiet* after you ask the question to let the customer talk. So don’t be too quick, or talk too fast or too soon after the answer.

TIP: Pause between questions—often a customer will offer new information if you just show some patience and wait.

SHARING INFORMATION FOR A CUSTOMER-FOCUSED PRESENTATION

Clarifying Questions

Use clarifying questions to ensure that you got it right.

These are clarifying questions (fill in what you think they are saying is important):

- *“If I understand you correctly . . .”*
- *“Is this what you mean by that?”*
- *“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 and information about yourself or other similar customers:

- *“I have found that Santa Fe’s towing capacity is ideal when towing jet skis to the lake so you can enjoy the water. And in back, there is plenty of room for family and 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.

BUYER MOTIVATIONS

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. These are common customer "hot buttons" or customer concerns:

- 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.

Again, when asking questions, don't be too quick to answer—you might just learn more about your customer if you wait.

Remember that buyer motivations can mean different things to different people. Some may say "safety" is important to them—but "safety" might mean the car starts every time they get in it.

For additional information on walkaround presentations or Hyundai features/benefits, refer to Sales Training Online resources at www.hyundaidealer.com.

THE WALKAROUND PRESENTATION

TIPS TO A POWERFUL PRODUCT FEATURE PRESENTATION

When you are mentally preparing your product presentation, remember that the feature and its benefit must tie to your customer's needs—that way, the feature becomes meaningful and relevant to them based on their needs. Let's look at a customer who has these characteristics:

A young professional just starting out who has 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 with strong acceleration.

Your walkaround—perhaps on an Azera Limited—would stress Performance, Appearance and Comfort features.

For each feature, you would present several elements:

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

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

The customer outlined above would probably be interested in the performance of the engine in the Azera Limited.

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 interests your customer, go there first. You are in charge of your product knowledge and you can always redirect your customer and make them aware of features and benefits specific to them.

FIVE KEYS WHEN PRESENTING COMPETITIVE ADVANTAGES

1. One of the biggest challenges you face is dealing with customer questions regarding competitive comparisons. Customers come in knowing the manufacturer's suggested retail price, dealer cost, advertising costs—literally everything is readily available to car buyers on the Internet.
2. When they come to you, they want answers and they want to see if the car that interests them measures up to their expectations. When a customer raises a competitive question, think before you answer.
3. Make sure your customer is comparing comparable trim levels so it's an “apples-to-apples” comparison.
4. Do not “put down” the other car they are considering. Rather, state something like, *“Yes, the Chrysler Town & Country is an excellent minivan, but in the area of safety, I think you'll find the Entourage has a higher IIHS crash test rating.”*
5. Acknowledge that your customer has done his or her research—and confirm that the Town & Country is a good minivan. It's just that in this area, Entourage has more to offer.

Using these techniques, you're not “slamming” the competition or the customer. Rather, you're focusing on the strengths of the Hyundai—and that helps build credibility in the eyes of your customer.

THE DELIVERY

THE TIME WHEN YOU GET A SECOND CHANCE TO MAKE A POSITIVE IMPRESSION

A successful vehicle delivery should be a memorable experience for your customer that also creates an emotional link to you, the Sales Consultant, to the dealership and to the Hyundai brand.

Delivery quality is measured in consumer surveys, like the J.D. Power and Associates Initial Quality Study (IQS), which measures quality of design and production during the first three months of ownership. In addition, IQS scores may reflect perceived issues with the vehicle if the customer does not understand how to operate a particular feature. So it's essential that the delivery incorporates a thorough

explanation and demonstration of all vehicle features, including the *Quick Reference Guide*.

Top 5 Things That Confuse Hyundai Owners

1. Wiper operation and settings
2. Headlight/fog light operation and settings
3. Heating/ventilation/air conditioning operation and settings
4. Remote releases for trunk and fuel-filler door
5. Dome and maplight selections

SIX KEYS TO PERFORMING A PERFECT DELIVERY

1. **Dealership preparation:** Ensure that the vehicle has been prepped and physically check it yourself to make sure it is clean and ready; schedule at least an hour for the delivery.
2. **Document review:** Make sure you have all of the paperwork and owner's manual ready.
3. **Vehicle presentation:** Re-present the vehicle during the delivery.
4. **Service presentation:** Introduce your customer to a Service Advisor and the Service Manager, if they are available; make sure the customer knows where to go when it's time to come back for their first service; review the service intervals.
5. **Wrap-up:** Give the customer a chance to ask questions.
6. **Follow-up:** Call the customer two or three days after delivery to thank them for their business and ask if they have any questions about their vehicle.

Delivery Drive

You may want to consider offering a *delivery drive* so the customer knows what to expect from various controls and the vehicle's dynamic systems:

- Keys and vehicle starting
- Parking brake
- Cruise control
- Discuss Anti-lock Braking System, Brake Assist, Traction Control System, Electronic Stability Control

SALES CONSULTANT CHECKLIST

How do you stack up? How do your customers rank your performance? Here's a brief five-question checklist that can help. Take a minute and rate your performance on a scale of 1–10:

Being honest/straightforward with customers?	
Demonstrating integrity with each customer?	
Showing respect for your customers?	
Being considerate of your customer's time?	
Taking the time to provide a quality delivery?	

AUTO BUYERS AND THE INTERNET

WHAT YOU NEED TO KNOW

Back in the day, when someone was ready to “shop” for a new car, they stopped by the dealership and picked up a brochure, went home, read the brochure, talked about it and then, if they liked the car, returned to the dealership.

Today, more and more buyers are starting their search on the Internet, which makes sense.

Today’s automotive websites are packed with information about the vehicles that are for sale. And if that’s not enough, there are countless other sites—like Edmunds.com, Kelley Blue Book or Cars.com—that have even more information. Plus, let’s not forget what you can find doing a Google search.

That being said, it is not uncommon for your new car customers to come in “armed” with more information than you have!

Consider these facts that were compiled by J.D. Power and Associates:

- 87% of all Internet car shoppers visit at least one automotive manufacturer’s website during their search for a new vehicle.
- 47% of new-vehicle buyers using the Internet in their shopping process start by visiting an independent site, while 46% first visit a manufacturer site. This marks a substantial shift from 2003, when 62% of new-vehicle online shoppers first visited an independent website, compared with only 36% initially visiting an auto manufacturer website.
- The trend is not limited to the beginning of the shopping process—buyers are relying on manufacturer sites throughout the entire purchase cycle more than ever before.
- Continued improvements in usability and site content on manufacturer websites have contributed to increased consumer reliance during the shopping process. In other words, more and more consumers are starting their shopping on www.hyundaiusa.com.
- The J.D. Power and Associates study demonstrated that the more useful a manufacturer website is, the more traffic it is likely to drive to dealerships. Offering satisfying online shopping experiences to more shoppers has made manufacturer websites a key destination for shoppers researching new vehicles.
- When you receive an Internet lead, you need to respond in a timely manner or that lead will be sent to another Hyundai dealer in your area.
- The study finds that online shoppers who visit a brand site are far more likely to purchase that brand than shoppers who do not visit the manufacturer’s site. In other words, your Internet leads are “hot”—these people are viable prospects.

Are You Ready for these Internet Customers?

Keep in mind, these customers come in with a lot of information—they tend to be well prepared—so you need to be a real product expert.

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.

AUTO BUYERS AND THE INTERNET

Making the Internet Work for You

Not too long ago, it used to be the dealership with the fastest response got the customer. No more. Today's Internet shoppers are better educated and better equipped—so if all you're doing is answering emails with price quotes, you're not in the Internet sales business.

Consider this

- Speed won't get you the deal; but lack of speed will cost you the deal.
- Price is not the deciding factor.
- What does it take?

Be a service provider, not a price business

- Offer a timely and personal response.
- Provide a streamlined purchase process.
- Deliver what you promise.
- Eliminate surprises.

Place greater control in your customer's hands

- Provide a full, honest disclosure of pricing:
 - Include things like transportation, advertising, profit, discounts, etc.
- Deliver what is promised, so there are no surprises:
 - Process: quick and efficient
 - Product: the right model and trim level
 - Price: the best price you can offer
 - Inform the customer about F&I needs and offerings like credit life, extended warranties, etc.
 - Inform your customer about things they will need to bring in to purchase the vehicle, like their driver's license, proof of employment, W2s, etc.
- Follow up on every lead.

How soon do you think an Internet shopper wants to buy a car?

- You won't know until you clarify and qualify—either via email or phone.

What is the *number-one* thing today's Internet shoppers are looking for from your dealership?

- Customer service

Your keys to success with Internet customers

- Have a clear, clear process that makes it easy for the customer.
- Have the right philosophy regarding Internet sales.
- Have a clear outline of the Internet purchase process.
- Agree on dealership expectations with the customer.
- Understand different customer time expectations.
- Communication: to the customer and within the dealership
- Lead management and tracking system: personal or dealership
- Distinct plans for handling Internet, fleet, sales and leasing deliveries.
- Follow-up procedure: whether the customer buys or not

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. Don't wait until it's too late. During your down time, get on the computer and research our Hyundai models, view the walkaround modules on Sales Training Online, check out the competition, and read the reviews on the independent sites. In this way, you will be prepared when the next customer lead comes in via the Internet—or when the next customer walks into the dealership.