

# 2010/2011

## Keys to Customer Satisfaction —Selling Tips

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## TEN DAILY REMINDERS FOR THE SALES PROFESSIONAL

The following 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 mouthwash 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 the school of 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. **Be prepared 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](mailto:srsupport@hmausa.com). We'd like to hear from you.

## BUILDING A RELATIONSHIP—ONLINE OR IN-PERSON

To make a sale, you have to work with your customer, which means building a relationship with them. You can build that relationship face-to-face at the dealership, or you can build it online via the Internet.

### Auto Buyers and the Internet

Today, a majority of buyers are starting their research on the Internet, so you'll be starting more relationships on the Internet. And it is not uncommon for your new car customers to come in “armed” with more information than you have! For Internet leads from Hyundai:

- 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.
- When you respond, don't just give the customer a price—also give them recent accolades, what your dealership is known for, etc.—remember, your goal is to build a relationship.
- Shoppers who visit a brand site are more likely to purchase that brand than shoppers who do not visit the manufacturer's site—so these Internet leads are “hot”—these people are viable prospects.

If all you're doing is answering e-mail 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** when you build value first.
- **Be a service provider:**
  - Offer a timely and personal response.
  - Provide a streamlined purchase process.
  - Deliver what you promise.
- **Place greater control in your customer's hands:**
  - Provide them with a full, honest disclosure of pricing, include things like transportation, advertising, profit, discounts, etc.
  - 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.

Here is where you can find information on the Internet:

- [www.hyundaiusa.com](http://www.hyundaiusa.com), [www.hyundai.com](http://www.hyundai.com)
- [www.hyundaidealer.com](http://www.hyundaidealer.com)—Sales Training Online
- From the sales training online site, there are links to other key sites:
  - Manufacturer links: Toyota, Nissan, Honda, Ford, etc.
  - Automotive links: AutoSite, AutoWeb, Auto-By-Tel, Kelley Blue Book, etc.
  - Links to other Hyundai sites: Hyundai Motor America, Hyundai News, etc.

**Best practices:** Your keys to success with Internet customers:

- **Customer Service:** It's the Number One thing today's shoppers are looking for from your dealership!
- **Prompt service/convenience:** Take care of your customer's needs quickly while making it easy for them.
- **Be prepared:** Know where to turn to find the information you need for your customers—whether they're walk-in or Internet customers.
- **Strive to be the best:** Demonstrate that you know your products, know your dealership and know what you're talking about.
- **Courtesy/fairness:** Always be polite, courteous and cooperative.
- **Listen closely** to your customers' needs and problems, then respond to all of their questions.
- During your downtime, **do your research**—of Hyundai models and the competition.
- **Watch the walkarounds** on Sales Training Online.
- Have a **clear process** that makes it easy for the customer.
- Have the **right philosophy** regarding Internet sales and walk-in customers.
- **Create a clear outline of the purchase process**—again, do it for both Internet and walk-in customers.
- **Agree on dealership expectations** with the customer.
- **Respect for your customer's time:** Be competent, thorough and reliable—don't waste their time and don't interrupt when they are talking.
- Understand the **customer's time expectations**.
- **Communication:** Maintain an open line of communication between you, the customer and the dealership.
- **Dependability:** Deliver what you say you will—on time, completely and accurately.
- **Utilize a lead management and tracking system:** personal or dealership
- **Have distinct plans** for handling Internet, fleet, sales and leasing deliveries
- **Follow-up procedure:** whether the customer buys or not
- **Honesty:** Tell the whole truth and nothing but the truth.
- **Integrity:** Always have your customer's best interests at heart.
- **Appreciation:** Let customers 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 members and associates. Just think, this is an excellent opportunity to spread the Hyundai name and reputation as a quality car company. Give your 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. In the beginning, 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 *Rite of Passage*.

## THE RITE OF PASSAGE

The Rite 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.

## THE INITIAL GREETING

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* them for 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.

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."

## CONTINUING 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

*“What do you want to accomplish while you’re at the dealership today?”*

- Let the customer tell you what they want to accomplish—and how much time they have to spend.
- If the customer doesn’t have much time, ask which key information he or she would like to leave with and address those key areas.

### Example 2

*“Which Hyundai model are you interested in?”*

- This gets the customer to tell you which model they want to focus on during their visit. You may be tempted 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.

### Example 3

*“Which features on that Hyundai model interest you? What other vehicles are you looking at?”*

- The key is to uncover which features interest the buyer so you can include those during your product presentation. 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 features and competitors, you can steer toward Hyundai’s additional features and a walkaround presentation.

### Example 4

*“Do you have questions about the Hyundai Assurance program?”*

- If a customer states that they were attracted to the dealership because of the Hyundai Assurance program, find out their specific interests, rather than launching into a full-blown presentation. You may find they have very simple questions . . . or a deeper need for information. Meet them at their level.

## FIVE KEYS WHEN PRESENTING COMPETITIVE ADVANTAGES

As part of your initial questions, you want to discover what other vehicles the customer is considering. That way, you know how to shape your product presentation so it highlights the strengths of the Hyundai vehicle and the weaknesses of the competitor. Here are some additional tips on handling competitive comparisons:

1. **Price may be the first thing they want to talk about**—but it’s the last thing you want to address, and as soon as you start talking price, you lose. Instead, acknowledge what they are comparing: “Oh, so you’re also looking at the Honda Civic . . .” then get into a feature discussion that allows you to start building value in the Hyundai vehicle.
2. **Continue building value in the Hyundai vehicle, in your dealership and in you**—ask them: *“What attracted you to this Hyundai? What are the Top 5 features that are important to you?”* Then as you present those five features, you are demonstrating how the Hyundai vehicle precisely meets or exceeds their needs. After presenting those five, ask: *“Are there any other features that attracted you to this Hyundai?”* and keep presenting those features.
3. **Make sure it’s an “apples-to-apples” comparison**—make sure they are comparing comparable models and trim levels. Customers always think they can “get it for less” elsewhere—even if they come in knowing manufacturer’s suggested retail price, dealer cost, advertising costs, etc.—make sure *their* numbers match the vehicle you are presenting. In other words, the vehicle at your dealership might be more because it has more equipment (i.e., an additional option package).
4. **Answer questions that they may have**—and when doing so, do not “put down” the competitive vehicle they are considering. For example, if a customer asks if the Genesis can out-perform the Cadillac CTS, state something like, *“Yes, the Cadillac CTS is an excellent sedan, but in the area of performance and fuel economy, you’ll find the Genesis 3.8 delivers more horsepower, while being more fuel-efficient, too.”*
5. **Acknowledge that your customer has done his or her research**—and confirm that the customer has done their homework and the other competitive vehicle is a good car, then go on to point out the competitive strengths of the Hyundai.

Before moving on, take a minute to complement them that they have five features they want in their new car—now, your job is to make sure you get them into the right car that meets their needs; and once you do, have them take a test drive. And ultimately, yes, you will have to talk price and current incentives—**but you have to build value first**—that’s why you have to know your product so you can move your customer into the ideal vehicle (i.e., using your product knowledge to support their wants and needs). 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.

## A CUSTOMER-FOCUSED PRESENTATION—QUESTION TYPES

### Open-Ended Questions

Open-ended questions start with who, what, when, where, why or how, and some people believe that they are designed to get the customer to “open up” to you.

Here are some examples:

- “What are you driving now?”
- “How do you like it? What do you like least about that car?”
- “How far do you drive to work?”
- “Who is going to be driving your new car?”
- “When are you going to make a decision to buy?”

In some cases, open-ended questions can be answered in one or few words—in addition, they can also sound like you are interrogating a customer.

A good idea is start with *probing* questions and then mix them with open-ended questions, when appropriate.

### Probing Questions

Probing questions make more sense because they get more information from your customer. In fact, they are like asking your customer to tell you a story—and as they do, that gives you a chance to build rapport with them. And the more information you know, the easier it is to match their needs to the appropriate Hyundai vehicle.

Here are some examples:

- “Tell me about what you’re looking for in a new car?”—then you might continue by asking: “And why is that important to you?”
- “Tell me about the other vehicles you are considering—what appeals to you?”
- “Tell me about your favorite drive—where do you like to go?”
- “Tell me about your vacations—what role does your vehicle play?”

The key is to get them talking—talking about what they like and dislike in a vehicle.

TIP: Pause between questions. Give your customer time to think before they respond . . . and don’t be in a hurry to ask the next question. This “quiet time” can often lead to learning more about the customer. The goal is to get them to tell you a story about them—this helps build rapport and the more you understand, the more it helps you select the ideal Hyundai to meet their needs.

When you know more, you have a better picture of the customer—for example, they may come in looking at a Sonata, but after talking with them, you discover an Elantra may be a better fit for their budget, or it might make more sense to move up to an Azera.

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

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?”

### Clarifying Questions

Use clarifying questions to ensure that you got it right.

Here are some examples of 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, as well as information about yourself or other similar customers:

- “I have found that the towing capacity of the Veracruz 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.

Once you practice using a mix of probing questions, open-ended questions and clarifying questions, you will find it becomes second nature.

## 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 **SPACED**, 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 thing to different people. Someone may say that "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](http://www.hyundaidealer.com).

## THE WALKAROUND PRESENTATION

### Tips for a Powerful Product Feature Presentation

To help you prepare for making a walkaround presentation, go to [www.hyundaidealer.com](http://www.hyundaidealer.com), Sales Training Online—there, you can watch a walkaround performed for every model in the Hyundai line. Also, by this point, you should know your customer's Top 5 features—cover those first in your walkaround. That shows you are listening to what they have to say, and are responding to their needs. Then after you cover their Top 5, continue building value by covering additional features. For example, say: *"I have found that customers who are concerned with safety features are usually also interested in security . . . and this Hyundai comes standard with a theft deterrent system that is activated by the remote keyless entry system."*

Again, 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 a Genesis 3.8 sedan—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 Genesis 3.8, so you would present this feature as follows:

- **Feature:** 3.8-liter V6 engine
- **Function:** Develops 290 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?"*

## Make It a Hands-On Presentation

If someone just sees a new vehicle, they remember it . . . but if they have a chance to sit in it, operate the controls, work the radio—then they have a chance to “feel” how the vehicle feels, which takes presentation to a new, tactile level. Have them run their hand along the fender.

**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.

## OFFER A TEST DRIVE

A test drive is one of the most powerful “selling tools” you can use to demonstrate the strengths of a Hyundai vehicle. To get a better idea how to organize your test drive, go to [www.hyundaidealer.com](http://www.hyundaidealer.com), Sales Training Online. On the left side menu bar, you will see a link to “**Test Drive Experience.**” When you click on that link, you’ll have access to the Test Drive Experience **video overview**, as well as a chance to download the printable PDF “**Tips for Your Test Drive Experience Guide.**” Both of these are valuable assets to help you make the most out of every test drive.

Here are some guidelines when planning a test drive:

- **Preview the process** with your customer so they know what to expect before it happens.
- **Adhere to your dealership’s test drive guidelines** (i.e., photocopy driver’s license and insurance card, etc.).
- **Try different terrain**—the goal is to have a test drive route that simulates how the customer will use that vehicle:
  - Focus on right-hand turns, as there is less traffic to deal with.
- **You start behind the wheel** to drive the vehicle off the lot—demonstrate how to set the seat, mirrors, etc.
- **During the test drive**, make sure the customer has a chance to touch and feel:
  - Seat controls
  - Audio system—including XM® Satellite Radio, CD player and navigation system and if equipped, demonstrate XM NavTraffic® plus XM Data Service for Sports, Stocks and Weather
  - Heating/ventilation/air conditioning controls
- **Be quiet while the customer is driving**—let it “sink in” how enjoyable it is to drive the vehicle.
- **Answer questions**—don’t ask questions at this point.

Then after the test drive, review the rear-seat space, trunk or cargo space and show the customer how to operate the remote keyless entry system.

## AFTER THE SALE: THE DELIVERY

### The Time When You Get a Second Chance to Make a Positive First Impression

A successful vehicle delivery should be a memorable experience for your customer that also creates an emotional link to you, the sales associate, 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. Hyundai has worked hard to improve the quality of our vehicles and to help provide you with the tools to create a memorable delivery. Our efforts paid off when the 2009 IQS was revealed and Hyundai placed fourth overall—we were the highest-ranked non-premium nameplate and were topped only by Lexus, Porsche and Cadillac—and we were ahead of Honda, Mercedes-Benz and Toyota! That’s quite an accomplishment—and a testament to your hard work.

You have to keep in mind that IQS scores *may* also 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*.

Here is a list of the features that can be confusing or difficult for new Hyundai owners:

1. Windshield 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 map light selections
6. Audio controls—XM® Satellite Radio, CD operation and if equipped, XM NavTraffic® plus XM Data Service for Sports, Stocks and Weather
7. Navigation system controls
8. Bluetooth®—how to pair a cell phone to the vehicle
9. Remote keyless entry system operation—including the panic button
10. Seat controls and adjustments

## 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—if you find something, get it fixed immediately; schedule at least an hour for the delivery and let your customer know that's how long it will take.
2. **Service presentation:** After your customer arrives, walk over to the Service Department and introduce your customer to a Service Advisor and the Service Manager, if they are available; make sure the customer knows where to drive when it's time to come back for their first service; review the service intervals and offer to set their first service visit.
3. **Vehicle presentation:** Take a few minutes to re-present the vehicle during the delivery—make sure that all sets of keys and remote keyless entry system key fobs work with the car, demonstrate the parking brake, how to open the hood and the fuel filler door release—remind your customer the vehicle runs on regular unleaded fuel. Ask if they have any additional questions.
4. **Document review:** Have all of the paperwork and owner's manual ready to present to the customer. This is also a good time to review the *Quick Reference Guide*, if it has not been covered before.
5. **Q & A:** Give the customer a chance to ask questions, and then thank them for their business.
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.

NOTE: This is just a recommended list; this order of presentation may change based on the standard operating procedures at your dealership.

## 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: So take a minute and rate your performance on a scale of 1–10:

Subject	Ranking 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	