08

Source Booklet –
Features,
Functions and
Customer Coaching

HYUNDAI

Dear Sales Consultants:

The goal of this new Source Booklet is to help you coach your customer with the key features of the 2008 Hyundai models. This booklet helps you understand, present and teach your customers the key operational features of each model. In this way, you end up **educating** your customers—helping them become acquainted with the feature's location as well as teaching them how to operate the various features and controls.

- **STOP AND THINK:** If you just *show* someone how the stalk-mounted windshield wipers operate, once they get behind the wheel, they won't have a clue what to do. But if they physically operate the feature, they take ownership of the feature. Then, you only have to "test" them a few times on each of the main features to make sure they "get it," which will make your "selling" job a lot easier!

- **CONSIDER:** If you don't *coach* your customer so they understand how to operate features and you don't test them, chances are good that the customer will not understand those features as the features will not function as they do on their current vehicle. In turn, that may cause them to find fault with how their new Hyundai model features operate, consequently confusing to them. Not having them "take ownership" of those features will make your job more difficult.

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Each section is presented in a logical manner that parallels how someone would approach and operate a vehicle. Here is how the sections are organized:

I. **APPROACHING THE VEHICLE:** Security system, remote entry and what you notice as you approach the vehicle, including single unlock, dual unlock for all doors, flashing light indicator light, trunk (if applicable), security "vehicle locator," lock button to cancel—all light and horn indicators

II. **ENTERING:** Seat positioning, window, mirrors, doors, fuel and trunk controls

III. **DRIVING POSITIONING:** Steering wheel and all of the different adjustments that have to be made before driving the vehicle

IV. **DRIVER CONTROLS AND INCLEMENT WEATHER:** the controls that you interact with while driving, including those to enhance night driving and when driving in less than perfect conditions, auto settings for lights (dash sensor), fog lights, wipers and the auto defogging setting—front and rear (if equipped)

V. **COMFORT AND CONVENIENCE:** Features that are designed to enhance the driving experience—HVAC (both manual and automatic); audio—6-disc CD, XM® Satellite Radio, iPod, USB, accessory plug; inverter—110-volt AC; rear-seat entertainment system; and adjustable pedals (if equipped)

VI. **KIDS AND CARGO:** Basic rear-seat features and some cargo storage options, including child-proof rear door locks, drink holders, bi-fold seats, rear HVAC controls, 3rd-row seat entry (where applicable), inside trunk release, etc.

VII. **SECURITY SYSTEM:** Locking and leaving the car—lights/horn acknowledgement, blinking lights on dash, etc.

VIII. **INSTRUMENT PANEL:** A brief overview of what you see from the driver seat, including gauges, panel lights, warning signals (including TPMS) and a reference of how these features function

Being familiar with these features and functions—and being able to coach your customers to "take ownership" of them—will increase closing ratios, increase customer satisfaction and make deliveries go faster.

This is a new "tool" that we have created to help you help your customers—be sure to make the most of it.

Good luck and good selling,

Gary W. Major

Gary W. Major
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