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 **HYUNDAI**

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## SPECIAL EDITION

*Wishing you and yours the  
Happiest of Holidays*

The **Sales  
Edge**

Thank you for your attendance at the fall tour:

### Announcing nüvi 360 Winners

SALES MANAGER'S WORKSHOP  
FALL TOUR '06

We'd like to take this opportunity to thank all of the Sales Managers who attended our Fall Tour '06. As promised, here are the lucky winners of a Garmin nüvi 360 navigation system (we awarded one per every 50 attendees at each regional meeting). And the winners are:

#### Central Region

Ron Gale – Team Hyundai  
Dario Mioac – Classic Hyundai

#### Western Region

Jason Arvidson – Douglas Hyundai Irvine  
Rudy Karlovits – Diamond Hyundai

#### South Central Region

Chris Bascom – Don Davis Hyundai  
Phillip Bizak – Twin City Hyundai

#### Eastern Region

Todd Greenbau – Northeast Hyundai  
Dilvo Diplacido – Route 2 Hyundai  
Michael Jeffers – Rowe Hyundai Westbrook

#### Southern Region

Derek Childs – Rick Case Hyundai  
Tony Heady – Doral Hyundai

### 2006 STAR & COMMITMENT Recognition Announcements

As the year draws to a close, we wrap up the STAR Recognition Program for 2006, which ran from January 1 to December 31, 2006. The final sales tally will take place around January 15<sup>th</sup>. Soon after, we will announce the Bronze, Silver, Gold, and Platinum winners – as well as the top overall National Sales Manager and Salesperson. This year, the Top Performer in each region will receive \$1,000 cash for their accomplishment! *(All will be announced in the Feb. issue.)*

- '06 STAR Awards Program – superior selling skills will be rewarded with a recognition letter, custom plaque and luggage tag that coordinates with their award level. For additional details, go to [HyundaiDealer.com](http://HyundaiDealer.com) > Sales > Sales Training Online.
- COMMITMENT Awards – dedication deserves appreciation and recognition, too – so 2, 4, 6, 8, 10, 12, 14, 16, 18 and 20 years of sales service will earn you special gifts as a thank-you for your commitment to selling Hyundai vehicles – congratulations, keep up the good work!

#### SALES ACHIEVEMENT REWARD LEVELS

Level	Salesperson	Sales Manager
Bronze	150 - 249	400 - 599
Silver	250 - 349	600 - 899
Gold	350 - 449	900 - 1,299
Platinum	450+	1,300+

### 2007 Resolutions?

If you write New Year's resolutions, you might want to consider adding some of these if they make sense to you. These come from top sales performers in all fields and industries:

1. **Have goals** – don't just "make" goals, take the time to write them down and share them with your staff
2. **Network** – check out the local Chamber of Commerce, get involved with other businesses in your area
3. **Get fit** – take some time for yourself to get in shape (this also helps to lead by example)
4. **Work more efficiently** – remember the 80/20 rule – 20% of your effort produces 80% of your results, so focus on those things that make a difference
5. **Help others** – be sure your staff is well trained and ready to tackle the challenges they face
6. **Get organized** – this is leading by example; the more you're organized, the more it affects your staff
7. **Quarterly goal check** – write down your goals and throughout the year check to see if you're on track
8. **Use event marketing** – consider new ways to build traffic at your dealership by staging "events"
9. **Make the most of the PR opportunities** – PR is free, so submit stories to your local paper
10. **Praise your staff** – simply put, you cannot over-praise the hard work of your staff



*Good Selling & Happy New Year!*