

Integrity

Wisdom is knowing what path to take...
Integrity is taking it.

SUCCESS TIPS:

What Top Salespeople do in Hard Times

With everyone feeling the heat of this economy, we turned to our top salespeople for some success points. The key they pointed out is to focus on what *you* can control. This information was compiled from interviews at the Genesis Launch Workshops. Here's their Top 10 list:

1. **Attitude** – Nothing spells disaster to a sale like a bad attitude. *“Before I even greet a prospect or a previous sold customer, my attitude will be seen.”*
2. **Planning** – I take the time to plan each day, week and month. Time cannot be taken for granted or to allow fate to direct your success... then I *work my plan*. I have learned to respect my time by setting time for prospect research from our dealership's past sales, phone follow-up with current customers, Internet research, appointments and floor time. *“When I learned to respect my time, I got more done and I am better prepared to work with each customer.”*
3. **Respect** – The same “time respect” I have for my own plan, I pass on to each customer. I respect each customer's time wisely by asking questions to qualify what each person is trying to accomplish during their visit to the dealership.
4. **Welcome** – I welcome each guest with a smile (yes, guest, just as I would at my house). I treat them as if they were a friend. When on the phone, I identify myself and use our dealership's greeting. I smile, stay positive and use an upbeat, friendly tone.
5. **10/5 Rule** – When I'm within 10 feet of someone, I smile; nod and use think positive thoughts. Within 5 feet, I say, Good Morning, Afternoon or Evening and introduce myself, I ask for their name and then use their surname when addressing them. For example: *“It's very nice to meet you Mr. Edwards, Ms. Gonzalez, or Mrs. Saunders. My name is Gary Jones and I would be happy to help you. What is the # 1 thing that you want to accomplish here at Hometown Hyundai?”*
6. **Thank You** – I thank people for everything, even for coming into the dealership. I use their name. I'm sincere and always offer to provide them with more information. In my demonstration, I get them involved with the features that interest them.

7. **Confirmation** – I ask to make sure I understand what my customers are saying, then I listen, clarify their statement, set expectations and offer alternatives, if needed. By confirming what my customers are saying, I have more options.
8. **Satisfaction Check** – I check for satisfaction by making sure they have everything that they came in for, then move to the next step – demonstration, test drive, write-up, etc.
9. **Re-connect** – I use my personal database of previously sold customers and the dealership's Owner's List to send Holiday Cards and New Years Cards by mail or e-mail. I personalize the card by using their name and information about their kids or interests. Throughout the year, I send them information about awards and accolades that pertain to their vehicle. I offer Service and Parts Department Specials or coupons. For future sales, I focus on owners of 2-, 3-, and 4-year old vehicles. I give sincere, factual information – things that I find interesting with my correspondence. Above all, I follow-up!
10. **Service Customers** – I use the Service drive to talk to Service Customers. I ask them what service they're having done and see if there's anything they want to see while they're at the dealership (i.e., new model specials, the exciting Genesis, navigation system, Bluetooth®, the upcoming Elantra Touring). I print flyers with monthly specials and hand them out. I make them aware that our dealership is always looking for good, well cared for used cars. If they're not in the market, I ask them to share this information with anyone they know who might be in the market for a new Hyundai.

We trust these tips will help in the days, weeks and months ahead as they do for the top performers who provided them.

SALES TRAINING UPDATE:

'09 Product Info. Now Online

Sales Training Online now has a complete section of 2009 product print materials for you and your sales department, plus the all-new Elantra Touring section. This information is now online – just open and print:

- 2009 Keys to Customer Satisfaction
- 2009 Pocket Guide
- 2009 Warranty Comparison chart
- 2009 Manager's Edition
- 2009 Elantra Touring – All New Model

Spanish translations will be offered after the 1st of the year.

IQS UPDATE

– Thank you for your hard work in '08! Remember, every delivery of an '09 vehicle can make a difference – congratulations and keep up the good work.

Happy Holidays, Season's Greetings and a Joyous New Year!

