

COVER STORY

## Hyundai Launches In-Dealership Sales Training Initiative

Following the success of last fall's *Head2Head* in-dealership product training program, Hyundai Sales Training is launching the Hyundai In-Dealership Training Program (IDT)—a permanent, nationwide training initiative designed to bring information directly to you ... face to face.

At launch, approximately 600 Hyundai dealerships will be visited as part of the program. Each will receive:

- A dedicated sales trainer based in your market
- Multiple training sessions throughout the year (about every six weeks)
- Engaging 90-minute training sessions, each focused on a single vehicle in the Hyundai lineup, and each including a guided walkaround, competitive information, and plenty of high-energy interactivity
- Sessions that will maximize training impact with minimal time away from customers—and no time away from the dealership

What can you expect—from the training and your trainer? Read on for the details.

### THE TRAINING

The Hyundai In-Dealership Training Program debuts this month with a session designed to help you sell the all-new 2017 Ioniq Hybrid. The session will include:

- Hybrid 101: The Basics
- Hands-On Activity
- Guided Walkaround
- Helping Your Customers Choose the Right Hyundai Hybrid: Ioniq Hybrid or Sonata Hybrid
- Competitive Comparison: Ioniq vs. Prius and C-Max

**TELL US WHAT YOU THINK!** We'd love to hear what you think about this and every issue of *The Sales Edge*. [Click this link](#) to shoot us an email with your feedback, suggestions or questions about the latest edition.



The team of Hyundai In-Dealership Training facilitators in front of Hyundai Motor America's national headquarters in Fountain Valley, California.

Participants will receive a 44-page workbook that also includes feature and specification charts, a sample guest sheet, needs assessment questions and more.

Future visits from your IDT trainer will focus first on Sonata and then the rest of the Hyundai lineup. You can also expect sessions dedicated to Blue Link®, Hyundai technology, and Apple CarPlay® and Android Auto™.



### THE TRAINERS

The individuals pictured on this page are among the 20 facilitators who will comprise the Hyundai In-Dealership Training Program team. They were selected based on their product knowledge, sales training skills, and automotive experience. Many of them come to the team directly from retail automotive sales, so they have a keen understanding of the kind of training that will work best for you.

Over time, because you will have a dedicated IDT facilitator, your trainer will be able to use his or her knowledge of your dealership to provide training that is virtually customized to what you need to know, when you need to know it.

The Hyundai In-Dealership Training program is a cost-effective, value-rich approach to sales training that will help you expand and sustain your product knowledge and selling skills, so you can continue to meet your customers' needs.

Your trainer will contact your sales manager directly to schedule Ioniq and future Hyundai IDT training sessions, so you should contact your sales manager for more information about Hyundai In-Dealership Training.

## Big Blue Link News for 2018: Three Years for Free—and More!



Blue Link, the industry’s most sophisticated connected car system, has been a telematics innovator ever since it was introduced nearly six years ago. Now, it’s poised to be more innovative, more functional and more accessible than ever before.

### 2018 MODELS: THREE-YEAR SUBSCRIPTION STANDARD

Beginning with the 2018 model year, Blue Link-equipped Hyundai vehicles will come with three years of the Connected Care and Remote packages as standard equipment.

In addition, Blue Link-equipped Hyundai models with factory-installed navigation will also receive three years of the Guidance package, also standard.

Another big change—no credit card capture will be required. Simply register your customers at the time of delivery and they will receive all the convenience and peace of mind that Blue Link offers for the next three years.

Note that 2017 and previous model year Blue Link-equipped vehicles still receive one year of Connected Care and three months of Remote and, if applicable, Guidance. A credit card will still be required to ensure uninterrupted service for these models.

### NEW REMOTE FEATURES

Blue Link’s Remote package already allows owners to lock and unlock their vehicles’ doors, operate the horn and lights and, on properly equipped vehicles, even start the vehicle and set the climate control.

For 2018 model year vehicles and beyond, these climate-control features are joined by two new remote functions: the ability to turn on the vehicle’s rear window defroster and heated side mirrors.

As with Blue Link’s other remote features, the rear defroster and heated side mirrors can be activated via [MyHyundai.com](http://MyHyundai.com) or by mobile app, Apple Watch™ or Android Wear™, or Amazon Alexa with Blue Link skill.

The Remote package continues to include many other features, including Car Finder, Alarm Notification, Panic Notification, Stolen Vehicle Recovery and Slowdown, Vehicle Immobilization and Vehicle Safeguard Alerts.

### BLUE LINK AGENT FOR GOOGLE ASSISTANT NOW AVAILABLE

Blue Link Agent for the Google Assistant allows Hyundai owners to control various functions of their Hyundai with simple voice commands, which include “Okay, Google, tell Blue Link to start my Santa Fe and set the temperature to 82 degrees”; “Okay, Google, tell Blue Link to send the address of the Empire State Building to my Sonata”; and “Okay, Google, ask Blue Link to unlock my car.”

Google Home is a voice-activated speaker powered by the Google Assistant that can activate streaming music services, smart home devices and, now, cars.

Here are some examples of exchanges between Google Home and Blue Link:

User Statement to Google Assistant	Google Assistant’s Response
“Okay, Google, tell Blue Link to send the address of the nearest Starbucks to my Santa Fe.”	“The nearest Starbucks is 350 Fifth Avenue, New York, New York. Would you like that address to be sent to your Santa Fe?”
“Yes.”	“Okay. The address has been sent.”
“Okay, Google, what is the weather like today?”	“Today’s forecast for Ann Arbor is 38 degrees with rain and snow.”
“Okay, Google, ask Blue Link to start my Tucson and set the temperature to 75 degrees.”	“To remote start and set climate control of your Tucson, please say your Blue Link PIN.”
“9115.”	“Your request to remote start and set climate control of your Tucson has been sent.”
“Okay, Google, tell Blue Link to start charging my Ioniq.”	“Please say your Blue Link PIN.”
“1978.”	“Your request has been sent. Your Ioniq is now charging.”

Blue Link action on Google Home demo features include:

- Sending a destination to the car’s navigation system
- Remote horn/lights
- Start and stop charging of Hyundai electric and plug-in vehicles
- Remote start with climate control
- Remote lock
- Remote unlock

Take a few minutes to become familiar with these new Blue Link features so you can demonstrate them to your customers. In addition, be sure to inform your Blue Link-equipped 2018 model year customers about the three years of the Connected Care and Remote packages coming as standard equipment. Most other car companies charge for those features—but *your* customers will find them priceless.

**SALES SATISFACTION SECRETS TO SUCCESS**

## Make a Lasting Impression with Your Delivery

Customers have lofty expectations when they buy a new vehicle. To start their ownership experience off on the right foot, plan your delivery so it's thorough; that way, customers can operate the key features of their new vehicle for a safe drive home. Remember, your customer may feel they've been through a long, taxing process to purchase their vehicle. The more you can do to help them get behind the wheel with complete peace of mind, the happier your customer will be.

To maximize satisfaction with delivery, follow these Hyundai Priority Practices:

- **Ensure the vehicle is clean and flawless:** Prior to the delivery, if possible, inspect your customer's vehicle for any scratches or imperfections, and make sure it's clean inside and out. The condition of the vehicle is an important question on the Hyundai Customer Experience Index survey, so make sure you do everything in your power to resolve any issues before your customer ever sees them.
- **Make sure the vehicle has a full tank of gas:** This is a basic step that's easy to overlook. Always deliver the vehicle with a full tank of gas, and highlight it for the customer.
- **Tailor the delivery to your customer:** Ask how much time your customer has for the delivery process, then determine how much detail you can address. If the customer's time is limited, invite them back for a more thorough delivery. This way, they will have had time to experience their new vehicle and may have some questions you can answer.
- **Give them a "wow" moment to remember:** Taking a new car home is a special moment for every customer, so get creative and make it personal, fun and special for them. Think balloons, a unique delivery area, a "me and my new car" selfie. And, rather than merely showing the features on the new vehicle, help customers explore and become familiar with the features firsthand.

When you go the extra mile, you're making a positive "last impression"—which could make you the customer's first choice when they need another vehicle!

**There's an App for That:** Or there will be soon. Hyundai is currently testing a delivery app that will make conducting an efficient, effective delivery easier than ever. Watch this space for more information!

**IN THE NEWS**

## Hyundai Reveals Next-Generation Fuel Cell Concept



The 2017 Geneva Motor Show was the site of the unveiling of Hyundai Motor's futuristic FE Fuel Cell Concept, giving motorists a glimpse of the next generation of hydrogen-powered vehicles.

The FE Fuel Cell Concept's flowing form is inspired by nature and water—the car's only emission—with a clean, calm design emphasizing its non-polluting nature. Elements of the FE Fuel Cell Concept will influence the SUV Fuel Cell model that is tentatively set for launch in 2018.

## Sonata Earns Performance Awards from ASG

The Automotive Science Group (ASG) awarded the 2017 Sonata with the "Best Economic Performance" honor in the full-size sedan category for its class-leading value, besting 106 other models, while the Sonata Hybrid was awarded the "Best All-Around Performance" honor. Four other Hyundai models were recognized for "Best 5 All-Around Performance" in their respective classes—the Accent, Tucson, Santa Fe Sport and Sonata Plug-in Hybrid.

## March Sales Results

Last March, Hyundai Motor America logged its single best sales month in history—so it's no surprise that this year was a bit softer. Still, combined Hyundai and Genesis sales reached 69,265 units.

Hyundai March sales highlights:

- **Elantra was our #1 selling model with 25,063 units—up 43% over March 2016**
- **Santa Fe and Santa Fe Sport sales totaled 11,446 units—up 74%**
- **Tucson sales totaled 8,985 units—up 15%**

Now that spring has sprung and baseball season has started—go out there and hit a home run for April!

**March 2017 CPO Sales:** For the month of March, 8,838 Hyundai Certified Pre-Owned vehicles were sold. Year to date, 666 Hyundai dealers have sold 22,121 CPO units.



## Years of Service Award Winners

Every month, we acknowledge the top STAR Recognition Years of Service award winners. Congratulations to the following Hyundai dealership sales team members who celebrated major milestones in March:

### FIFTEENTH ANNIVERSARIES

- **Steve Atchison**, World Hyundai Matteson, Matteson, IL
- **Breanna Brunswick**, Ron Marhofer Hyundai, Cuyahoga Falls, OH
- **Tomas Kroner**, ABC Hyundai, Las Vegas, NV
- **Arthur Padula**, Lester Glenn Hyundai, Toms River, NJ
- **Elias Yousef**, Haddad Hyundai, Pittsfield, MA

### TENTH ANNIVERSARIES

- **Timothy Bergey**, Fred Beans Hyundai, Doylestown, PA
- **Alireza Biparva**, Woodland Hills Hyundai, Woodland Hills, CA
- **Rex Blackwell**, Terry Lee Hyundai, Noblesville, IN
- **Billy Johns**, AutoNation Hyundai Tyler, Tyler, TX
- **Jerry Lacy**, Family Hyundai, Tinley Park, IL
- **David Liggett**, Wallace Hyundai, Stuart, FL
- **Luis Lopez**, Vandergriff Hyundai, Arlington, TX
- **Marven Moses**, Pinehurst Hyundai, Southern Pines, NC
- **Roland Mueller**, Freeman Hyundai, Irving, TX
- **David Shortridge**, Borman Hyundai, Las Cruces, NM
- **Jordan Sorensen**, Ken Garff Hyundai, Salt Lake City, UT

## More Headlines on HyundaiSalesTraining.com

You can keep up with the latest Hyundai news on the all-new [HyundaiSalesTraining.com](http://HyundaiSalesTraining.com) website. Here are links to the most recent additions to the site:

- [2017 Ioniq Product Information Now Posted](#)
- [Ioniq in the News: Rave Reviews from Automotive Press](#)
- [New Santa Fe Sport Value Package on the Way](#)

Visit [HyundaiSalesTraining.com](http://HyundaiSalesTraining.com) regularly and scroll through the banner headlines on the home page. New stories are posted frequently.

## CONTESTS

### SCAVENGER HUNT #10

**March results:** Congratulations to the winners of last month's "Scavenger Hunt."

#### CENTRAL REGION

—*Jacquelyn Mishler*, Suburban Hyundai of Lansing, Lansing, MI

#### EASTERN REGION

—*David Hegele*, Hyundai of Turnersville, Turnersville, NJ

#### SOUTHERN REGION

—*Andy Karelis*, Daytona Hyundai, Daytona Beach, FL

#### SOUTH CENTRAL REGION

—*Paul Hayes*, Texoma Hyundai, Sherman, TX

#### WESTERN REGION

—*Brad Henry*, Bronco Motors Hyundai West, Nampa, ID

### SCAVENGER HUNT #11

The object of the *Sales Edge* "Scavenger Hunt" is to familiarize you with the many online resources that can help you sell more Hyundai vehicles. To do well, you'll have to do some cyber-sleuthing. The reward? The chance to win a prize—and the knowledge you need to increase your Hyundai sales.

Once you've found the answers to the following five questions, click on the link at the bottom of the quiz to submit them. If you score 100%, your name will be entered in our monthly drawing. The first name we draw from each region will win \$50 loaded to the winner's STAR Rewards card.

The deadline for submission is **Friday, April 28, 2017**. Good luck!

1. According to the *Quality & Workmanship* page of [Hyundai.com](http://Hyundai.com), Hyundai crashes more than how many cars to ensure every measure of safety before production of a car even begins?
2. According to the same site, Hyundai's one-of-a-kind paint dipping process produces a finish that protects against corrosion and even helps \_\_\_\_\_ heal.
3. What is the name of the on-screen personality who hosts the "Behind the Wheel" AutoGuide.com video review of the 2017 Elantra found on the HyundaiUSA YouTube channel?
4. The four choices at the bottom of the Hyundai Motor Finance home page are Financing 101, Lease-End, Local Offers, and \_\_\_\_\_.
5. According to the About Us page on the Hyundai Hope On Wheels website, a child is diagnosed with cancer every \_\_\_\_\_ minutes in the United States.

Click on [this link](#) to submit your answers. You must be employed as a sales consultant at an authorized Hyundai dealership in the U.S. at the time your entry is selected to be eligible for prizes. All decisions are final. Winners' names will appear in next month's issue of *The Sales Edge*.

CONTESTS

WHAT WOULD YOU DO? #10

FIVE, FOUR, THREE, TWO, ONE . . .

**Last month**, we challenged you to come up with five features—no more, no less—that you’d point out while delivering a Tucson Limited AWD to Chris and Pat, whom we told you were in the music industry, sometimes drove to the mountains, and were devoted to both their iPhones and their twin six-year-olds. We received a number of entries that simply listed five features. Fair enough. But our favorites explained *why* the features were appropriate for *these* customers. Check out our winners below.

**First Place (\$100):** “Okay, guys—here’s what I think will be most important for you to enjoy your new Tucson this week:

- “Apple CarPlay® gives you the ability to connect your phone to the infotainment system, with full voice-control access to the music in your library, hands-free text messaging, and, of course, phone calls.
- “Those heated seats—three-way up front and high/low in back—are going to come in handy for the cold nights driving through the mountains.
- “When you encounter snowy or rough terrain, activate the AWD Lock to give you more traction.
- “If you need more cargo space, fold down your rear passenger side seat and increase your cargo capacity by almost 30 percent. The twins will still have room to sit safely using the center and outboard seat belts.
- “And when you’re coming home, activate another great feature called Downhill Brake Control. This will help keep you in control when you are heading down the mountain. Think of it as an anti-gravity button!”

—**Ryan Fox**, *Sansone’s Route 1 Hyundai, Avenel, NJ*

**Second Place (\$75):** “Chris and Pat, I’d like to touch on the features that I think will matter most to you.

“You said you travel to the mountains, so you’ll find the AWD Lock and Downhill Brake Control very helpful. They’re operated with the push of a button—*here* and *here*—and you can have peace of mind knowing your vehicle is working to keep you steady on the road.

“This vehicle also has user-friendly navigation with Destination Search, so you can always find new places to explore with your children.

“You can even plug your phone into the USB port and safely enlist hands-free help from Siri by using Apple CarPlay® to make phone calls, send text messages, or search the internet.

“All of this can be done easily from the cockpit while your children are safe and warm in the heated back seats.”

—**Samantha McMahon**, *Duncan Hyundai, Christiansburg, VA*

**Third Place (\$50):** “Thank you, Chris and Pat. I’ll gladly give you the top five features you’ll most likely need to know.

- “The headlights function is part of the turn signal lever on the left of the steering column.
- “We’ve filled up the fuel tank today, but if you should need it prior to your return visit, this is the location of the fuel door release lever.
- “And because the weather is constantly changing, should you need it, the wipers function in this fashion from the right pod lever.
- “Allow me to show you the features of the navigation system.
- “Finally, one of the most valuable features, Blue Link. This feature can be a life saver. Let me demonstrate the Blue Link call buttons and explain the benefits of each.”

—**Rex Blackwell**, *Terry Lee Hyundai, Noblesville, IN*

WHAT WOULD YOU DO? #11

FOLLOW THE LEADER

*At a Monday morning sales meeting, your sales manager, Brutus, gruffly asks the team, “Okay—which one of you has the best follow-up system?” Suddenly, as if possessed, you find yourself shouting, “I do! I do!,” as your right arm waves madly. “Fine,” grumbles Brutus. “Next Monday, I want you to present your top three follow-up tips to everybody. You think you can handle that?”*

**What would you do?**

Click on [this link](#) to submit your answer. Responses will be judged by the *Sales Edge* editorial team on concern for the customer’s needs, practicality, uniqueness, professionalism and creativity.

The sales consultant submitting the winning response will receive \$100 loaded to his or her STAR Rewards card; second prize is \$75; third place earns \$50 and fourth place will win \$25.

You must be employed as a sales consultant at an authorized Hyundai dealership in the U.S. at the time your entry is selected to be eligible for prizes. Submission of a response implies consent for publication. Winning entries may be edited for length or clarity. All decisions are final.

Responses must be received on or before **Friday, April 28, 2017**. Winners of Challenge #11 will appear in the May issue.

TIPS FROM THE PROS

A Bonding Experience

This month’s top tip is from **Carlos Garza** of Visalia Hyundai in Visalia, California. He advises:

“Treat every customer like they are at home, build a bond with them that will last a lifetime, and you will reap the benefits.”



Remember, every month’s top tip earns \$50 on the winner’s STAR Rewards card. So if you have a tip you want to share, please send it to: [thesalesedge@hyundaisalestraining.com](mailto:thesalesedge@hyundaisalestraining.com)

## TOP DEALERS—First Quarter 2017

CENTRAL REGION		YTD Sales
IL063	Family Hyundai	317
OH042	Hatfield Hyundai	314
IA016	Stew Hansen Hyundai	310
OH037	Ricart Hyundai	300
OH060	Great Lakes Hyundai	299

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	1,305
FL122	Coconut Creek Hyundai	844
FL110	Doral Hyundai	664
FL114	Rick Case Hyundai, Davie, FL	652
FL005	Rick Case Hyundai, Fort Lauderdale	570

EASTERN REGION		
NJ032	Lester Glenn Hyundai	614
NY075	Atlantic Hyundai	594
NY110	Advantage Hyundai	489
NY130	Hyundai of Long Island City	468
NJ057	DCN Hyundai	428

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	489
TX171	South Point Hyundai	469
TX158	Ron Carter Hyundai	451
TX040	Huffines Hyundai Plano	366
TX136	Jerry's Hyundai	256

WESTERN REGION		
CA314	Keyes Hyundai	580
CO034	Arapahoe Hyundai	459
CA310	Garden Grove Hyundai	452
CA321	Puente Hills Hyundai	434
CA354	Woodland Hills Hyundai	422

TOP SELLING CPO DEALERS		
NATIONAL—THIRD QUARTER YTD		Sales
FL005	Rick Case Hyundai	303
FL108	Hyundai of New Port Richey	278
CA293	Hardin Hyundai	226
GA037	Jim Ellis Hyundai	217
MA056	First Hyundai	184
FL121	Napleton's Hyundai	180
NJ032	Lester Glenn Hyundai	167
FL122	Coconut Creek Hyundai	154
RI010	Courtesy Hyundai	153
CA310	Garden Grove Hyundai	147

TOP BLUE LINK PERFORMING DEALERS* MARCH YTD			
NATIONAL—FIRST QUARTER YTD		Enrollment %	Credit Card Capture %
NY119	Central Avenue Hyundai	110	104
HI012	Tony Hyundai	105	44
FL088	O'Brien Hyundai of Fort Myers	100	100
TX165	Bob Stallings Hyundai	100	90
TN024	Hallmark Hyundai	100	87
TX117	Mac Haik Hyundai	100	79
IN038	Webb Hyundai	100	51
CA307	Central Valley Hyundai	100	46
ME008	Bill Dodge Hyundai	100	45
TN013	Wyatt Johnson Hyundai	100	43

\*Top 10 Enrollment & Associated Credit Card Capture  
NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

TOP HPP DEALERS BY VOLUME (HPP VSC NEW + HPP CPO WRAP) JAN-MAR 2016		
NATIONAL		Volume
NV020	Henderson Hyundai Superstore	325
CA293	Hardin Hyundai	299
CA310	Garden Grove Hyundai	201
CA232	Roseville Hyundai	190
TX095	Round Rock Hyundai	148

TOP HPP DEALERS BY PENETRATION (HPP VSC NEW + HPP CPO WRAP) JAN-MAR 2016		
NATIONAL		Penetration
TX169	Baytown Hyundai	81.8%
NV014	Lithia Hyundai of Reno	81.7%
MA062	Tufankjian Hyundai of Plymouth	80.4%
NV020	Henderson Hyundai Superstore	79.9%
OK015	AutoMax Hyundai (Oklahoma)	70.1%

TOP HPI DEALERS		
NATIONAL		Hyundai Purchase Index
AL032	Hyundai of Jasper	1,000
WI023	Van Horn Hyundai Fond du Lac	1,000
OH050	Mathews Hyundai	1,000
CA362	Hyundai of Vacaville	1,000
MN014	Kolar Hyundai	1,000
TX056	Patterson Hyundai	1,000
MI056	Elder Hyundai	1,000
OK025	Barry Sanders Supercenter	1,000
KS016	Flint Hills Hyundai	1,000
AZ034	Hyundai of Cottonwood	1,000
CA077	Salinas Hyundai	1,000