COVER STORY

Over $60,000 Waiting to Be Won in Sonata Walkaround Competition

The redesigned 2018 Sonata is the latest evidence that “Better” drives Hyundai. And Hyundai knows that its top retail sales professionals are also better than the competition. So the company created an opportunity for you to demonstrate that your product presentation skills are better—and perhaps even the best.

**The 2018 Hyundai Sonata Better National Walkaround Competition** offers sales consultants like you the chance to reap rich rewards and achieve national recognition when you put your best foot forward in an exciting and rigorous competition of Sonata product presentation skills. With the right preparation, the right skills and a lot of practice, you could win over $10,000 in cash!

The contest begins this month, when your dealership selects a sales consultant to participate in the District Championships. Dealership winners will then be invited to the District Championships in October, where a panel of judges will determine your district’s winner. First-place finishers in each District will advance to the Regional Championships in November, and the five Regional Champions will advance to the National Finals, to be held December 11-13, 2017, at Hyundai Motor America’s national headquarters in Fountain Valley, California.

At each stage of the competition, contestants will deliver a presentation on a specific Sonata model to one or more judges. If you participate, you won’t have a real or pretend customer with you, but you will be expected to tailor your walkaround to the needs of a fictitious prospect. You can learn the details for each level of the competition in the Customer Scenarios posted here on HyundaiSalesTraining.com.

And how much could you win? Potentially, a lot! Hyundai will award more than $60,000 in prize money to District, Regional and National winners:

<table>
<thead>
<tr>
<th>Level</th>
<th>Vehicle to Be Presented</th>
<th>Customer Scenario</th>
<th>Prizes</th>
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<tbody>
<tr>
<td>Dealership Contest</td>
<td>Sonata SE</td>
<td>“Jeff Walker”</td>
<td>1st: Advances to District Championships</td>
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<tr>
<td>District Championships</td>
<td>Sonata SEL</td>
<td>“Alice Hughes”</td>
<td>1st: $250 — Advances to Regional Championships</td>
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<td>Regional Championships</td>
<td>Sonata Limited 2.4L</td>
<td>“Gabe Romero”</td>
<td>1st: $1,000 — Advances to National Finals</td>
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<td>2nd: $750</td>
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<td>3rd: $500</td>
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<tr>
<td>National Finals</td>
<td>Sonata Limited 2.0T</td>
<td>To be announced at the National Finals</td>
<td>1st: $10,000</td>
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<td></td>
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<td>2nd: $7,500</td>
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<td>3rd: $5,000</td>
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<td>4th: $3,000</td>
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<td>5th: $2,000</td>
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All the program details—including valuable tips on how to prepare for every level of the contest—are in the Sales Consultant’s Guide on HyundaiSalesTraining.com. The website is also where you’ll find:
- The Scorecard that will be used by judges
- A handy Checklist
- The Official Rules and Regulations

For sales managers, HyundaiSalesTraining.com offers a Sales Manager’s Checklist, the Scorecard, and a Tabulation Sheet (for tallying the results).

The real benefit of the 2018 Sonata Better National Walkaround Competition is that, regardless of the prizes, everyone who participates will come away better. As you prepare, you’ll increase your product knowledge. As you practice, you’ll improve your communication skills. And after you participate, you’ll feel more confident and assured during your showroom presentations, making your customers feel more confident in you.

So download and study the Sales Consultant’s Guide now. It will help jump-start you on your way to the National Finals and your chance to show the world that you are—like the 2018 Sonata—**better.**
New Training Programs Coming Your Way

A new offsite workshop and a slew of online courses will keep you well-informed about the 2018 Hyundai lineup—and will prepare you to respond effectively to the leads those vehicles attract.

“CONVERTING INTERNET SHOPPERS TO DEALERSHIP BUYERS”

Hyundai Sales Training is pleased to announce that noted automotive lead response expert Jennifer Suzuki will conduct “Converting Internet Shoppers to Dealership Buyers,” an all-new workshop, in cities around the country beginning this month.

This one-day workshop is designed for sales managers, Internet managers and BDC managers and their teams of sales consultants. The program is filled with the latest, most practical and most effective ways of converting Internet shoppers to buyers. Moreover, sales managers will walk away with the tools they need to support the sales force and train new sales consultants.

Among the topics covered:
- Five steps to an effective phone call
- Ten steps to setting the appointment
- How to increase appointments that show on time
- How to differentiate yourself from your competitors
- Voicemails that get callbacks
- Effective follow-up emails

Facilitator Jennifer Suzuki is the founder and president of e-Dealer Solutions Inc. For the past 15 years, she has been a sought-after consultant, speaker and in-dealership sales trainer. A graduate of Northwood University, she is a regular guest instructor at the NADA Academy, has spoken multiple times at the NADA Convention, and is a frequent 20-Group speaker. You can view a video introducing Jennifer and explaining the program in more detail by clicking here.

To enroll, go to the Hyundai Learning Portal and search the catalog for “Converting Internet Shoppers to Dealership Buyers”; then select the date and location most convenient for you.

The workshop is complimentary and includes continental breakfast, lunch and all meeting materials. (Please note that, once you are enrolled, there is a $150 no-show fee.)

Register now and get ready to turn more shoppers into buyers—at your dealership.

HYUNDAI LEARNING PORTAL ONLINE COURSES

To keep your product knowledge up to date, to hone your selling skills and to maintain your STAR Certification, be on the lookout for these new web-based training programs on the Hyundai Learning Portal:

- Santa Fe
- Elantra/Elantra Elite
- Ioniq Elite
- Ioniq (update)
- Sonata
- Sonata Hybrid
- Accent
- Tucson
- Best Practices Series (5 short selling skills courses)

All of the courses will launch between late September and the end of the year, so log in to the Hyundai Learning Portal regularly to view the latest offerings.
Are You Ready for Auto Show Season?

Some sales consultants think of it as a waste of time. Others know that it’s time well spent.

It’s the auto show, and with the right attitude and the proper plan of attack, working the Hyundai display can be a source of income for you months after it’s over.

To prepare, it’s important to know Hyundai’s official auto show policies and procedures—and to take advantage of our tips for maximizing your success.

POLICIES AND PROCEDURES

Hyundai strives to provide a professional, non-pressured atmosphere that will leave a lasting, positive impression on attendees who visit the Hyundai display. Therefore, the company requests that sales consultants be aware of and abide by the following policies and procedures:

- Upon arrival, introduce yourself to the Hyundai Team Leader.
- HMA intends for auto shows to be a pressure-free environment for show attendees. The company encourages sales consultants to leverage the event to engage and make future connections, appointments and referrals. However, sales consultants should not initiate negotiations or attempt to complete sales on the show floor.
- Sales consultants are encouraged to share business cards directly with show attendees; however, in order to ensure that all dealers are supported by the show equally, sales consultants are not permitted to leave cards on the Information Counter or in vehicles.
- Sales personnel should be in business professional attire when representing the Hyundai brand at auto shows. Business professional attire is defined as:
  - For men, a suit or a sports coat, tie and slacks
  - For women, a suit jacket and pants or skirt, or a dress paired with appropriate accessories
  - Polo shirts, tennis shoes, dealer-branded attire, etc., are not appropriate or acceptable
  - Name tags are encouraged
- Eating or chewing gum on the floor is not permitted.
- Personal phone calls, conversations and text messages are also not permitted. If you get a call, please step outside the booth to complete it.

So you’ve put on your suit and taken out your gum—now what?

HINTS AND HACKS

Here are some best practices for making the most out of your local auto show:

- Bring plenty of business cards. You may not be able to leave them in the Hyundai display, but you can hand them to everyone you see—even the people working the concession stands. They buy cars too.
- Arrive early. Visit the displays of manufacturers whose models compete with Hyundai’s. The auto show is your one chance to see, touch and experience rival cars and crossovers side by side.
- Give a complete product presentation to any interested visitor. You may be the only sales consultant who does.
- Ask for names and contact information of everyone you meet. Try to make appointments with them and follow up.

Instead of viewing the auto show as an event that takes you away from the showroom, look at it as an enormous showroom.

When you work the annual auto show for all it’s worth, it can be worth a lot.

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<tr>
<th>SEPTEMBER</th>
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<tr>
<td>Orange County International Auto Show</td>
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<td>Dallas, TX</td>
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<tr>
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<tr>
<td>Memphis International Auto Show</td>
<td>Memphis, TN</td>
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<td>Las Vegas, NV</td>
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<tr>
<td>Charlotte International Auto Show</td>
<td>Charlotte, NC</td>
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<td>Nashville International Auto Show</td>
<td>Nashville, TN</td>
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<td>San Antonio, TX</td>
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<td>Seattle International Auto Show</td>
<td>Seattle, WA</td>
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<td>Connecticut International Auto Show</td>
<td>Hartford, CT</td>
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<td>Tampa, FL</td>
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<td>San Francisco International Auto Show</td>
<td>San Francisco, CA</td>
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<td>Central Florida International Auto Show</td>
<td>Orlando, FL</td>
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<td>Arizona International Auto Show</td>
<td>Phoenix, AZ</td>
<td>11/23 - 11/26/17</td>
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<td>Motor Trend International Auto Show Las Vegas</td>
<td>Las Vegas, NV</td>
<td>11/24 - 11/26/17</td>
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<td>Los Angeles, CA</td>
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<td>DFW Auto Show in Fort Worth</td>
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<td>Indianapolis Auto Show</td>
<td>Indianapolis, IN</td>
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<tr>
<td>San Diego International Auto Show</td>
<td>San Diego, CA</td>
<td>12/28/17 - 1/1/18</td>
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Hyundai Confirms: A Pickup Is in the Pipeline

Hyundai woke up the world back in January 2015 at the North American International Auto Show by unveiling the Santa Cruz concept truck. Now, Hyundai has stirred things up again, announcing that a truck is being prepared for the U.S. market. Michael J. O’Brien, Hyundai Motor America’s vice president of corporate, product and digital planning, told Reuters that Hyundai’s top management has given the green light for development of a pickup similar to the Santa Cruz show vehicle. This innovative offering will be inspired by the well-received concept vehicle and bring a fresh utility vehicle interpretation to fit the lifestyles of a new generation of buyers.

No timeline has been given for the introduction of the truck. But watch this space: We will let you know more as soon as “new” truck news is made available!

2017 Elantra Named “Best Car for Teens” by U.S. News & World Report

Every year, U.S. News & World Report shares its “Best New Cars for Teens” list—and this year, in the crowded sedan market, the Elantra made the list thanks to its advanced safety and driver assistance features, which help keep teens safe. U.S. News & World Report ranks vehicles based on reliability ratings, crash test scores, available advanced driver assistance features, and top critics’ recommendations in the U.S.

“We are happy to have secured a spot on this list by delivering the best combination of reliability, crash protection, and accident avoidance features as well as Blue Link®, which features technologies that allow parents to monitor their new drivers,” said Scott Margason, Hyundai Motor America’s director of product planning.

Which 2018 Hyundai Models Have Earned Top Safety Ratings?

The Insurance Institute for Highway Safety’s (IIHS) highest accolade for safety is the Top Safety Pick+ award, which the 2018 Hyundai Sonata earned when equipped with optional front crash prevention and dynamic bending headlights.

“Above all other things, safety of the occupants is the single most important factor when designing and engineering Hyundai vehicles,” said Michael J. O’Brien, vice president, corporate, product and digital planning for Hyundai Motor America. “The IIHS Top Safety Pick+ award is a testament to our emphasis on safety.”

To earn the Top Safety Pick+ designation, vehicles must earn “Good” ratings in each of the Institute’s five crashworthiness tests—small overlap crash test, moderate overlap crash test, side and roof strength, and head restraint tests—and have an available front crash prevention system earning an advanced or superior rating. Winners must also score no less than an “Acceptable” rating in the headlight test.

The Sonata is the only 2018 model year Hyundai tested by IIHS at this time.

The other key safety benchmark is the government’s National Highway Traffic Safety Administration (NHTSA) vehicle testing that gives consumers information about crashworthiness, collision avoidance and other areas that improve the safety of new vehicles. To date, three 2018 Hyundai models have already earned NHTSA’s top 5-Star Safety Rating:

- Sonata
- Santa Fe Sport FWD
- Santa Fe Sport AWD

At Sales Edge publication time, these were the only three 2018 Hyundai models that NHTSA had evaluated. To stay up to date on the latest results, go to www.safercar.gov, click on “Crash Ratings” and then enter “2018 Hyundai” in the search box.
Hyundai Hope On Wheels Kicks Off National Childhood Cancer Awareness Month Campaign

Throughout September, Hyundai Hope On Wheels® will award 40 research grants to children’s hospitals across the country, adding $8.5 million in critical funds to the field of pediatric cancer research. Since joining the fight against pediatric cancer in 1998, Hyundai has funded over 840 research projects totaling more than $130 million.

“While great strides have been made in the fight against pediatric cancer over the last 19 years, pediatric cancer sadly remains the leading disease-related cause of death for children in the U.S.”, said Jerry Flannery, president and CEO of Hyundai Motor America. “As part of our mission to be a better company, we remain committed to bringing hope to families faced with this disease and to helping close the gap in critical cancer research funding.”

Hyundai August Sales:
Tucson Has Best-Ever August!

Tucson had a grand slam month, selling 9,757 units, making it the best-ever August for that model, up 28 percent year over year. In addition, the all-new Ioniq logged 1,159 sales in a month that was heavily impacted by Hurricane Harvey.

“The Tucson had another record-breaking month. Its combination of bold design and advanced technology is resonating with customers looking for a versatile CUV,” said Sam Brnovich, executive director, National Sales, Hyundai Motor America. “The 2018 Sonata is gaining momentum as well and just earned the 2017 Top Safety Pick+ designation from the Insurance Institute of Highway Safety, its highest accolade.”

HYUNDAI CERTIFIED PRE-OWNED
New Creative Branding Is On The Way Soon!

All-new lifestyle branding for Hyundai Certified Pre-Owned vehicles is coming soon. This new concept incorporates vibrant images that evoke a sense of experiencing Hyundai as a part of the consumer’s way of life, and the new banners are designed to contribute to the consumer’s shopping experience.

August 2017 CPO Sales: For the month of August, 7,140 Hyundai Certified Pre-Owned vehicles were sold. Year to date, 734 Hyundai dealers have sold 57,958 CPO units.
CONTESTS

SCAVENGER HUNT #15

August results: Winners from every region in August—hooray! Congratulations to the victors in last month’s “Scavenger Hunt.”

CENTRAL REGION
— Bruce A. Peterson, Suntrup Hyundai Wentzville, Wentzville, MO

EASTERN REGION
— Jose Varela, South Shore Hyundai, Valley Stream, NY

SOUTH CENTRAL REGION
— Laverne Hooper, Capitol Hyundai of Montgomery, Montgomery, AL

SOUTHERN REGION
— Andy Karelas, Daytona Hyundai, Daytona Beach, FL

WESTERN REGION
— Ron Tobin, Capitol Hyundai, San Jose, CA

To see the answers to last month’s “Scavenger Hunt,” click on this link to go to our new Contest Results page on HyundaiSalesTraining.com.

SCAVENGER HUNT #16

This special edition of the Sales Edge “Scavenger Hunt” is designed to familiarize you with one of the best sources of news about Hyundai available to you—HyundaiNews.com. Go to the site and click on “Press Releases” and you’ll find amazing stories—and the answers to the following five questions.

Click on the link at the bottom of the quiz to submit your answers. 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.

Deadline for submission is Friday, September 29, 2017. Good luck!

1. What is the name of Hyundai’s new “tailgate experience” that will help fans get ready for some of the biggest matchups of the college football season?
2. Hyundai Capital America is offering payment assistance to customers displaced by ___________________________.
3. Hyundai Motor is working with conceptual artist Jonathon Keats on a “neuroscientifically driven concept car” in collaboration with what museum?
4. Herb Chambers Hyundai in Auburn, MA, recently celebrated its 25th anniversary as a Hyundai dealer. As of July 31, 2017, how many Hyundai dealers have reached that milestone?
5. The Hyundai Archery World Cup, in which archers compete in four stages across four countries, made a stop in which U.S. city in June?

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.

MORE HEADLINES ON HYUNDAISALESTRAINING.COM

You can keep up with the latest Hyundai news on the www.HyundaiSalesTraining.com website. Here are links to the most recent additions:

- Hyundai Motor’s Next-Gen Fuel Cell SUV Promises Range and Style
- Hyundai 2017 Global Top Sales Consultant Club Video and Gallery

Visit HyundaiSalesTraining.com regularly and scroll through the banner headlines on the home page. New stories are posted frequently.
A LITTLE R&R—RELATIONSHIPS & REPUTATIONS
Our August challenge wondered what you’d do if you learned that a customer had written a scathing (and anonymous) online review of your dealership—and you. She had come to the dealership after talking to you on the phone, and learned then that the vehicle she was interested in had been sold an hour earlier. Her online review accused you of “bait and switch” tactics and more. Assuming you remembered the customer, we wanted to know how you’d salvage both your relationship with the customer and your online reputation.

Two entries rose to the top, for different reasons. One offered a more thorough apology to the customer, while the other addressed the need to reply online as well as offline. So what the heck—we’ll award first place to both of them.

Here are our co-champions’ approaches to the problem:

First Place—Tie ($100): “I would call the customer and say, ‘You are absolutely right for feeling this way. I too have felt this way when trying to purchase something that I really wanted to buy. I should’ve called the second I thought that this vehicle may have sold. I deeply apologize for not being able to assist you into the exact vehicle that you wanted to purchase. In a market where this particular vehicle is in high demand, we have several customers that missed out on the opportunity. With your permission and understanding, I would really like to try and work this out for you to show you that we did not intend to deceive you. The last thing we want is to upset our customers. Please try and understand that we are sorry that the vehicle you had wanted to purchase had sold moments prior to your arrival, and allow us the opportunity to rekindle our business relationship.’”

— Seth Marshalek, Bud Clary Auburn Hyundai, Auburn, WA

First Place—Tie ($100): “What I would do in this instance is contact the customer and politely apologize to her. I would also reply back to the review and see if we can discuss the situation. I’ll contact her and get my management involved to let her know that we care and value her business. I’ll then try to get the exact vehicle she is looking for and see what extra I can do to make it up to her. I’ll make sure her vehicle is completely clean and also gassed up before she arrives. Then, I’ll of course follow up with her days after the purchase and make sure she is 100% happy and hope that she will come back to our dealership and service her vehicle with us.”

— Michael Vu, Stevens Creek Hyundai, Santa Clara, CA

WHAT WOULD YOU DO? #16

CHARITY BEGINS AT HOME
Your customer, Wally Blyden, is considering both a Hyundai Tucson Limited AWD and a Subaru Forester 2.5i Touring. He seems to be in no hurry to make a decision and, worse than that, he seems to be leaning toward the Subaru. Finally he tells you, “Well, I’m thinking of waiting until the holidays. I really like that program Subaru has every Christmas when they donate money to your favorite charity when you buy a car from them.”

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, September 29, 2017.

Winners of Challenge #16 will appear in the October 2017 issue.

TIPS FROM THE PROS

Why Pay More?

Tip of the Month: Hyundai has offered 24/7 Roadside Assistance for so long that it’s easy to overlook. Not for Frank Yedwab of Hyundai City in Burlington, New Jersey, who points out that it’s more than a convenience feature—it can save customers a significant amount of money:

“I ask customers,’ Why would you want to pay for AAA, or extra on your insurance, when you get roadside service for free with your new or CPO Hyundai?’ Most towing services bring you back to the tow truck’s shop. With Hyundai 24/7 Roadside Assistance, you go right to a Hyundai store—where many services are covered without charge.”

Submit Your Tip to Win: 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