

## ARTICLES

### ARE YOUR SALES ASSOCIATES SELLING TOO HARD ... OR NOT HARD ENOUGH?

Dealer Meeting Report:  
Marketing

Dealer Meeting Report:  
Sales

Dealer Meeting Report:  
Product Planning

Dealer Best Practices

**Industry Best Practices**

“The customer is king” is the oldest and truest cliché in the book. Before a stranger becomes a customer, however, he or she is first a prospect. 75% to 90% of all motor vehicle shoppers don't buy the same day they first visit a dealership. So when it comes to your bottom line, that makes prospect satisfaction at least as important as customer satisfaction.

**Put yourself in the shoes of a shopper walking into your dealership for the first time.**

Look around your showroom and ask yourself these five simple questions:

- 1) Do my salespeople automatically remember to give prospects reasons to buy from my dealership rather than my competitors?
- 2) Do my salespeople always remember to mention Hyundai product features that are unique from the competition? Can they recite Hyundai features in their sleep?
- 3) When a new prospect visits, do my salespeople always gather contact information?
- 4) After a prospect leaves, do my salespeople follow up on a regular basis?
- 5) Do my salespeople always ask for the sale, giving a compelling reason to buy today?

If you can't answer “yes” to all of the above, you may need to listen more closely to what people are saying as they walk away from your showroom.

**The surprising fact is, many of today's auto shoppers feel that they haven't been sold hard enough.**

At least, that's the conclusion of a new study that graded nearly 1,600 dealerships nationally—representing all automotive nameplates—on some 55 different sales-process factors. The 2007 Prospect Satisfaction Index<sup>SM</sup>, conducted by Pied Piper Management Co., put to rest the traditional reputation of all car salespeople as too overbearing. Less than 5% of surveyed shoppers said they were oversold at the dealership, while more than 20% believed that their salesperson undersold them.

**What did the survey say about Hyundai dealers?**

We ranked right at the industry average, with the same score as Honda and Toyota. We beat Cadillac, Chevy, Chrysler, Ford, Jeep, Lincoln, Mazda and Mitsubishi—but we scored behind Acura, Nissan, Volkswagen, Dodge and others. We did well, but there's significant room for improvement.

**There were many areas where Hyundai shone.**

In offering test-drives, for instance, we were a Top 5 performer. Hyundai salespeople offered test-drives 95% of the time, compared to a national average of 89%. And an impressive 85% of Hyundai salespeople did a good job communicating the cars' features, compared to a national average of just 76%.

On the downside, only 66% of Hyundai salespeople scheduled a follow-up appointment, compared to the national average of 75%. And when it came to showing prospects how to make the best use of specific models, only 76% of Hyundai salespeople did a great

job. The industry norm was 85%.

### **Want to know more about your dealership's prospects?**

A number of major manufacturers, including Hyundai, subscribe to Pied Piper's Prospect Satisfaction Index<sup>SM</sup>, but individual dealers can also initiate their own customized analysis. The fee starts at \$297 for three monthly evaluations, and your dealership will be judged on 55 different sales-process factors.

**The results will demonstrate month-to-month progress not just within your own shop, but also in comparison to the entire automotive industry.**

Your personal PSI can take some of the guesswork out of important questions like these:

- Is the exterior of your facility welcoming to prospects?
- How about the interior?
- Do special promotions like a free monthly car wash or free oil changes enhance the image of your dealership?
- Are your salespeople selling hard enough?

To initiate a personalized PSI for your dealership, go to [piedpiperpsi.com](http://piedpiperpsi.com) and click on "create account."

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