



RETAIL EXPERIENCE & SALES TRAINING

All teams and employees must place quality and the customer as the top priority.
We must all go above and beyond to earn the respect and loyalty of our customers.

– Euisun Chung, Executive Chair of Hyundai Motor Group

2024 Program Guide

RETAIL EXPERIENCE & SALES TRAINING

Together for a better future.

Like our customers, we are on a journey. In every corner of our business, we are challenging assumptions, making investments, and raising expectations of ourselves and our dealers.




The **Retail Experience & Sales Training** department is a key support function for Hyundai and the dealer network. For decades, we have provided dealership frontline personnel with foundational brand and product knowledge as well as best practices for delivering a truly exceptional customer experience.

In keeping with being a tier one brand and delivering a modern *retail* experience, we are continually evolving our curriculum and our offerings to deliver a modern *learning* experience aimed at meeting your employees where they are and equipping them with the knowledge and skills needed to help them, your dealership, and the Hyundai brand reach the highest potential.

Developing brand advocates

Our goal is to equip your employees with what they need to represent Hyundai in a manner that is aligned with our brand's vision and values and helps them deliver a modern retail experience that is easy and transparent, and that builds trust and confidence in our brand and your dealership.

We provide content centered on three main themes:

-  **BRAND** – Hyundai's journey, vision, values and what we stand for so that employees understand how they contribute to our success, can tell our story, and can bring our brand to life.
-  **PRODUCT** – our model line-up, features, functions, differences, and value proposition so that employees can competently communicate stories and details about Hyundai vehicles and services.
-  **RETAIL EXPERIENCE** – customer expectations, modern technologies, trends, best practices, and customer service techniques so that employees are equipped to curate amazing moments and engaging brand experiences.

Delivering more than training

The full scope of what we produce supports your employees at every moment of their journey. From new hire to veteran, from awareness to reinforcement, from learning something new to solving a problem or need, we provide a full complement of learning and support resources both online and in person. Read on to learn more about our offerings.

Our Portfolio

The Retail Experience & Sales Training department produces hundreds of learning and support deliverables annually and employs staff to provide coaching and support to frontline associates, managers, and leaders. All dealerships receive the following:

Online Learning

At the beginning of each month, Sales personnel are assigned **monthly learning activities** to complete within the month.

The learning typically addresses a combination of brand, product, and retail experience subjects. In addition, learning is supplemented with ongoing newsfeed items and various reinforcement activities. The typical seat time for required learning is one to two hours per month but we encourage learners to check back frequently for updates.

Reference Library

All Sales associates have access to a **comprehensive suite of resources** covering Brand, Vehicles (with a special section for our Electrified line-up), Hyundai Differences, Retail Experience, and Best Practices. For each vehicle, there is a product module that includes downloadable PDFs covering key selling features, competitive comparisons, and more.

NOTE: Hyundai makes online learning and resources available via a mobile-first platform – the **Hyundai Performance Institute Sales Learning App** (HPI App). The App is available on Apple and Android smartphones and tablets and can be cast to smart monitors/TVs for larger viewing. Shared access via Apple iPad is available for those learners who do not have a dedicated device.

Coaching

To support frontline staff in applying their knowledge on the job, each dealership is supported by an **Experience Coach** who will visit your store approximately every eight weeks. During their visit, they will conduct training/practice sessions with your teams covering content such as:

- New and refreshed product
- Core technologies and Hyundai differences
- Keys to success, Hyundai standards, and best practices

Additionally, select dealerships benefit from the services of a **Performance Coach** who is focused on working with leaders and managers on operational excellence to drive improvements in customer satisfaction, sales, and profitability.

To further support customer-facing team members, a **Technology Expert** is available via phone, chat and email to address questions on topics such as electrified vehicles, telematics, advanced safety, in-vehicle services, and more.

In-Market Experiences

Periodically, additional **live learning** opportunities will be made available. Examples include in-market and virtual workshops for management personnel, broadcast events, podcasts, vodcasts, etc.

Program Investment

All dealerships are automatically enrolled in our fee-based program. The charge associated with this program is based on New Vehicle Planning Guide as established by Dealer Network Development (also known as Sales Planning Guide or SPG). Dealerships are divided into four equal groups (quartiles) according to the distribution of planning guide values.

For 2024, the planning guide value range is 86 to 3,125 and the volume quartiles and monthly charges are as follows:

<i>Tier</i>	Volume Percentile	Planning Volume	Monthly Charge
1	76 th to 100 th	1,224 – 3,125	\$2,050
2	51 st to 75 th	866 – 1,223	\$1,750
3	26 th to 50 th	542 – 865	\$1,450
4	0 to 25 th	86 – 541	\$1,150

Incoming dealers will be assigned to a volume quartile and the first month charge is prorated based on activation date. Outgoing dealer charges will be prorated based on termination date. Charges will be billed via the monthly Parts Statement.

ⁱ A new hire is defined as a person who has not previously been assigned an HMA/DLR ID.

Certification Requirements

High levels of training yield a differentiated sales experience for Hyundai customers. To fully represent the Hyundai brand, dealership personnel are required to meet monthly certification requirements.

For the **Sales Team Achievement Reward (STAR) Program**, new certification activities are released monthly on the Hyundai Performance Institute App, and a certification period is established for each set of activities, allowing time for completion. During a certification period, participants will remain eligible and continue to receive rewards. Participants who do not complete the required learning activities in the certification period are no longer eligible for the STAR program until certification is attained. See the *STAR Official Hyundai Program Rules* for complete details.

To be eligible for the **Brand Ambassador** program, Dealer must have at least 90% of sales personnel certified as of midnight on the sales close date in the last month of the evaluating quarter. Currently, sales personnel include SP and SM job roles. Other roles such as DP, GM, FM, BM, and IM may be included in the event those roles are assigned certified training in the future. For example, to be qualified in Q1, the Dealer must achieve at least 90% in STAR Certification in all sales job roles as of midnight on the sales close date for Q1. New hires are exempt from Training Certification for the first 30 days and are not calculated against the department's 90% goal.ⁱ See the *Brand Ambassador Program Guide* for complete details.

It is the Dealer's responsibility to maintain certification status throughout the year as new training activities become available.