



DEALER 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

2026 Program Guide

DEALER 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 **Dealer Sales Training** department is a key support function for Hyundai sales operations 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 highly satisfying customer experience which helps drive our brand and dealer profitability.

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. When employees are connected to the brand and understand their role in delivering great customer experiences, it creates a foundation for improved sales satisfaction, higher retention and reduced turnover at the 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, ongoing EV learning, and value proposition so that employees can competently communicate stories and details about Hyundai vehicles and services.



RETAIL EXPERIENCE – customer expectations, new technologies, trends, best practices, and customer service techniques so that employees are equipped to curate highly satisfying and engaging brand experiences.

Delivering more than training

Training is just the starting point. We equip your team with the resources they need at every moment—whether they're onboarding, building new skills, or addressing a need in real time. Read on to learn more about what you receive.

Our Portfolio

Your monthly investment includes online learning, a reference library, real-time dashboards and reports, in-store coaching, new hire onboarding, and live learning experiences—all designed to support your team from day one through ongoing development.

Online Learning

Sales personnel are regularly assigned **learning activities** to complete. Learning stays fresh with a mix of required and recommended activities, all built to be engaging and interactive. Newsfeed updates and reinforcement keep the momentum going between assignments. Typical completion time for required learning is one to two hours per month, but we encourage learners to check back frequently for additional content and 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 dedicated product module that includes downloadable PDFs covering key selling features, competitive comps, and more.

Dashboards & Reports

Leaders get real-time access to completion dashboards, qualification trackers, and compliance reports—at the individual, team, and dealership level. Data is accessible to support coaching decisions and accountability.

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 and core technologies
- Our brand story, corporate social responsibility initiatives, and Hyundai unique selling points
- Retail/customer experiences and best practices

At times Hyundai may choose to dispatch a **Performance Coach** who delivers hands-on workshops designed to sharpen leadership skills and drive measurable gains in customer satisfaction, sales, and profitability.

New Hire Onboarding

From day one, new team members are supported through Hyundai's New Hire Curriculum and engaging Virtual Instructor Lead Training (VILT) sessions—building the foundation they need to find information, tap into resources, and connect with the right people for guidance.

Live Events

Periodically, additional **live learning** opportunities (workshops) are made available. This may 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 SPG values.

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

Quartile	SPG Range	Monthly Charge
0 to 25 th percentile	86 – 537	\$1,150
26 th to 50 th percentile	539 – 862	\$1,450
51 st to 75 th percentile	864 – 1,221	\$1,750
76 th to 100 th percentile	1,223 – 3,125	\$2,050

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.

QUESTIONS?

Chat with us in the app, email support@HyundaiPerformanceInstitute.com or call 866-828-3811

Qualification 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 qualification requirements.

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

To be eligible for the **Brand Ambassador** program, Dealerships must have at least 95% of sales personnel STAR Qualified as of midnight on the sales close date for the current month and the prior two months (i.e., rolling three-months). Sales personnel for whom STAR Qualification is required are the Salesperson (SP) and Sales Manager (SM) job codes. New hires to the dealership are exempt from the Brand Ambassador calculation for up to 60 days (the remainder of their hire month and the full month following) and are not calculated against the dealership's 95% STAR Qualification requirement.ⁱ See the *Brand Ambassador Program Guide* for complete details.

It is each person's responsibility to maintain qualification status throughout the year as new training activities become available.

New Hires are those dealership employees that are new to the brand, dealership or role or who have been absent for more than six months.

Hyundai makes learning and resources available via a mobile-first platform – the **Hyundai Performance Institute 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 to those that do not have a dedicated device.