



TO: All Dealer Principals & Sales Managers

From: Hyundai Material Handling Training Department

Subject: Introduction of HTA Sales 101



As a Hyundai dealer you offer the best line of forklift available on the market. The key to success is providing your sales team with the tools and skills they need to communicate the advantages of our product line, understand customer needs, compete more effectively, close more sales, and build enduring customer relationships.

The Hyundai Training Academy: Sales 101 program can provide your team with those skills.

Who Should Attend:

Hyundai sales training is essential for new sales staff and veteran sales personnel who want to master our product line while learning invaluable sales techniques.

What They Will Learn:

- History, Anatomy, and Operational Theories of Forklifts
- History and Current Structure of Hyundai Material Handling
- Deep Dive into the different classes and models that make up the Hyundai Product Line
- Lithium and Lead Acid Batteries & Chargers
- Site and Application Surveys
- IC to Electric Conversions
- Hyundai Demo Program
- M.O.S.T / How to Demo a Forklift
- Hyundai Warranties
- Hyundai Order Process
- HiMate
- Sourcewell
- Financial Merchandising
- Product Differentiation & Solution Based Sales
- Territory & Time Management
- Best Practices for selling in today's market and to today's customers
- Hands-on and Role Play Exercises

When Classes Are Scheduled:

Sales 101 is a comprehensive weeklong training session. All classes start on Mondays at 1:00 PM and conclude on Fridays at 12 PM to allow for travel. Our 2022 schedule includes the following sessions:

July 18 – 22

August 15 -19

September 12 – 16

October 10 – 14

November 7 – 11

December 5 – 9

Where Sessions are Held:

All sessions will be held at Hyundai's Norcross, GA, facility. Hyundai has negotiated best rates and accommodations in the area at the newly renovated Crowne Plaza Atlanta Norcross, located less than a mile from our headquarters:

Crown Plaza Atlanta NE – Norcross
6050 Peachtree Industrial Blvd.
NW, Norcross, GA 30071

Rate: \$129 (plus taxes and fees) per night. Price includes breakfast in the hotel restaurant (buffet or menu order). Dinner menu available.



The Class Cost:

The cost of the Sales 101 course will be \$600 per student. In addition to comprehensive student materials, this fee includes:

- Transportation to and from HTA's designated hotel and the Hyundai Training Center.
- Lunches on Tuesday, Wednesday, and Thursday.
- Class Dinner Thursday Evening.
- Hyundai Professional Swag Kit.

(Not included: transportation to and from the airport, lodging, breakfast and dinner for the week other than the Class Dinner on Thursday evening.)

You may cancel up to five days before the event. The fee is nonrefundable in the event the cancellation is received less than five (5) business days prior to the start date. All cancellations must be submitted via email only.

Reasons to Attend:

- Knowledgeable sales personnel are more effective
- Our product line and the marketplace have changed
- Sales training delivers a positive return on your investment
- Sales personnel need to know how to build brand loyalty
- Close more sales and improve customer satisfaction
- Drive sales and set the stage for repeat business
- Learning from mistakes is more costly
- Our classes are comprehensive and up-to-date
- Attendees will develop leadership skills
- Give sales personnel the confidence and tools to sell more
- Knowledge is power

Complete the attached registration form and return today.



Sales Training Registration

Class Title: HTA Sales 101	Class Date:
Dealer Name:	
Dealer Number:	Dealer Ship-To #:
Student's Name:	
Student's Email:	
Student's Cell #:	
Student Shirt Size: ___S___M___L___XL___XXL___3XL	
Travel Mode: ___Flying___Driving	
Accommodations: ___Designated Hotel___Local Resident___Other	
Students Signature:	
Date:	
Sales Manager's Signature:	
Date:	
Please Send Completed Registration Form to: flsalestraining@hyundaiamericas.com	
Please wait for a confirmation email before making travel and hotel arrangements as class size is limited to ensure the best training experience possible.	
Cancellations are required 5 business days prior to the start of class in order to receive a refund. Submit cancelation request to: flsalestraining@hyundaiamericas.com	

When making your travel arrangements please ensure that you will be onsite at our Norcross headquarters Monday by 1pm and have allotted enough time to travel to and process through airport security when departing if flying.



Hyundai Training Academy

Forklift Sales 101

2022 Class Schedule

July 18th – 22nd

August 15th – 19th

September 12th – 16th

October 10th – 14th

November 7th – 11th

December 5th – 9th