

GENESIS SALES EXPERIENCE GUIDE

THE GENESIS WAY: DELIVERING LUXURY



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THE GENESIS WAY

AUDACIOUS. PROGRESSIVE. DISTINCTLY KOREAN.

Since the launch of the brand, Genesis has surprised the automotive industry by ambitiously creating our own unique position in the luxury automotive space. As a “Category of One”, Genesis is positioned to defy comparison and set a new standard for luxury in the automotive industry.

As a retailer, your team serve as Genesis hosts, equipped to provide an experience that reflects our DNA:

- Audacious: Unexpected and original experiences that dare to go beyond what Guests might experience at other brands
- Progressive: Experiences that embrace modern technologies and processes, offering new possibilities for Guests at every touchpoint
- Distinctly Korean: Moments of hospitality that demonstrate respect, and a connection with Guests as if they were friends or family.

Inspired by our Audacious, Progressive, and Distinctly Korean DNA, the Genesis retail network is positioned to leave a unique mark on the automotive landscape by embracing originality and creating unforgettable experiences for our Guests.



OVERVIEW





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HOSPITALITY AS A COMPETITIVE EDGE

For Genesis to transcend our competition, cutting-edge technology and innovative product design is essential...but not enough. We must strive for something beyond that—a brand promise that truly captivates our Guests and sets us apart to establish a competitive advantage. While most retailers know how to deliver on the functional needs of a vehicle purchase, like safety or economy, Genesis retailers must also know how to deliver on the emotional needs of a luxury Guest, like the need to feel appreciated and respected.

Genesis retailers who deliver original and unforgettable experiences that reflect distinctly Korean hospitality will not only make Guests feel cared for, but they will also help deliver on the Genesis brand: We create the finest automobiles and related services, to make positive differences in our customers' daily lives. Here are some key terms that further define what makes Genesis hospitality “distinctly Korean”:

손님

“SON-NIM”:
A CHERISHED GUEST

Guests who interact with Genesis retailers are more than customers. They are the center of attention, acknowledged for their importance, and they receive acts of kindness in every interaction. This is what will distinguish Genesis from every other luxury brand.

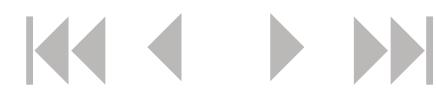
The Genesis experience begins with a highly sophisticated vehicle—one that offers state-of-the-art technology and luxury, and it extends to a purchase experience where we deliver warmth, respect and generosity that have a lasting impression on the Guest.

주인

“JU-IN”:
A GENEROUS HOST

Employees at a Genesis retailer embody the Ju-In: a generous host who is an expert in their field, equipped to treat every Guest as Son-Nim. Ju-In are the face of our brand identity. The qualities of Ju-In are complex and audacious. It is assumed that every employee is continually on a path toward demonstrating all of these qualities in their interactions:

- Humble yet intelligent
- Calm yet confident
- Generous yet subjective
- Elegant yet passionate
- Flexible and responsible



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정

Jeong defines the connection Ju-In make with Genesis Guests. It is exemplified by a profound sense of affection, attachment, and empathy that exists between a Sales Consultant and their Guest. When Ju-in are creating comfort, providing expertise, and doing so with sincerity, they are creating Jeong.

도

Deom is all about unexpected sincerity and consideration. In other words, “going the extra mile”. To do this, Ju-In must learn about the needs of their Guest in any situation, and proactively deliver thoughtful and touching moments that go beyond their expectations.

THE GENESIS TEA SERVICE

The Genesis tea service is an opportunity to deliver the hospitality, friendship, and respect that embodies distinctly Korean hospitality.

By offering and/or serving tea, retailers can distinguish themselves from their competitors and reinforce that the Genesis brand is in its own category—in both our vehicles and our purchase experience.

Tea can be served when welcoming a Guest to the retailer, during wait time (e.g., while a vehicle is being prepared for delivery), or any time that a Ju-In can sense the Guest’s need for extra care, attention, and consideration.

“[Sales Consultant] was fantastic. They were prompt, easy to talk to on the phone, always followed up fast, and were willing to offer me a price no other Genesis dealer would even match. When our pet sitter was not available on the day we were to go pick up our car and handle paperwork, she told us to bring our dog with us. Our experience was great.”

VOICE
OF THE
GENESIS
GUEST

NOTE: Fully Exclusive retailers (see page 15 for details) will feature the tea service as part of their daily operations. All Genesis retailers are encouraged to use the tea service as a key differentiator and can purchase the products and resources required for the Genesis Tea Service.

THROUGHOUT THIS GUIDE, YOU WILL LEARN MORE ABOUT HOW TO EMBRACE DISTINCTLY KOREAN HOSPITALITY IN EVERY STEP OF THE SALES EXPERIENCE AND ENSURE THAT EVERY GUEST BECOMES AN ADVOCATE FOR YOUR RETAILER AND THE GENESIS BRAND.



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A CLOSER LOOK AT THE LUXURY GUEST

GENESIS BUYERS

Genesis isn't the only luxury brand, but it's truly unique in the types of Guests that are attracted to the brand, and the emotional needs they have. When compared to the owners of competitor brands, Genesis owners tend to be more family-focused, and less interested in standing out from the crowd.

GENESIS OWNERS

- Have inner confidence.
- Their personal success stems from personal growth.
- They don't require justification or external validation for their own choices.

They are secure in themselves.

- Work achievements and recognition are more of a motivation to work harder and go further.
- Rewards are savvy and shareable. They're acquired with the family in mind: rental properties, vacations

On occasion, I will buy something that everyone else likes so that I can share it with them...I don't want to appear "bougie" to people, so I buy something that is toned down (quiet luxury). Noelle W., Genesis owner

COMPETITIVE LUXURY OWNERS

- Seek outward acknowledgement.
- Want to stand out as someone with a presence.
- They long to be heard and recognized.
- Thrive on work recognition: titles, awards, and bonuses signal success.
- Relish being the trendsetter or decision maker.
- Confidently indulgent in showcasing their achievements by rewarding themselves...because they can.
- Treats and justification of hard work and achievement: jewelry, electronics, purses

I work hard so I should have nice things. Self-validation. I like others to be impressed but I like to impress myself first. Mike B., Competitive owner



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A CLOSER LOOK AT THE LUXURY GUEST

EXPECTATIONS

When Guests make a luxury purchase, they have high expectations. They expect their sales interactions to be personalized to suit their unique life and lifestyle. They also want something that stands out from what “mass market” or mainstream retailers might provide.

The contents of this guide align to the consumer research conducted by our own internal and third-party research partners. In annual studies of luxury automotive buyer expectations, these are their core expectations:

- Respect for their time.
- The ability to start the buying process online.
- Trust that the retailer will use information provided throughout the process (e.g. online activity).
- Transparency and honesty from all retailer associates.
- Thorough product knowledge and finance/insurance expertise.
- Timely completion of all paperwork.
- A vehicle delivery tailored to their time and interests, with the vehicle in perfect condition.

Many Guest expectations are also built from what luxury shoppers receive in their non-automotive luxury interactions:

- The seamlessness of digital interactions offered by luxury salons and property hosts.
- The attention to personalization offered by luxury hotels and fine dining establishments.
- The expertise in products, materials, and options offered by high-end jewelers and tailors.
- The consultative problem-solving delivered by luxury architects and interior design firms.

WHEN WE CAN DELIVER ON THESE EXPECTATIONS, WE CAN DIFFERENTIATE GENESIS FROM EVERY OTHER LUXURY BRAND AND HELP GUESTS FEEL THEY MADE THE RIGHT DECISION TO CHOOSE GENESIS.

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THE GENESIS DIFFERENCE

The Genesis brand offers a signature experience for our Guests. When Genesis retailers deliver consistently on these key differentiators, they can create loyal Guests that return to the retailer for all their sales and service needs.

HOSPITALITY

In addition to your own unique approach to creating experiences for Son-Nim, these hospitality hallmarks are unique to Genesis:

- **Tea Service:** An unexpected demonstration of respect, consideration and care. Consider this: Have you ever had a salon offer you a glass of champagne, or a personal shopper offer you a small snack or beverage? These offers of hospitality make Guests feel welcomed and cared for, which makes our unique tea service a perfect fit for delivering the hospitality promised by the Genesis brand.

- **Service Valet:** Genesis Service Valet is a convenient ownership benefit that allows for owners to have their vehicle serviced without leaving their home or office. A valet picks up the vehicle for maintenance and return it once it's done. Additionally, if required, the valet can provide a loaner or transport to and from the retailer. Service Valet is available for 3 years or 36,000 miles with the purchase of a new Genesis.

CONVENIENCE

Genesis offers luxury Guests the convenience they're looking for, including technologies that can help them save time and shop from home:

- Transparent, consistent and up front pricing and trade evaluation
- Remote options offered for test drive, purchase, finance, and delivery

TECHNOLOGY

Guests can stay connected with advanced in-vehicle technology and seamless monitoring using the Intelligent Assistant app for a driving experience that's always helpful and never overwhelming.



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GENESIS CONCIERGE

Offered on Genesis.com, the Genesis Concierge is a complimentary personal shopping service that makes it effortless for guests to locate the perfect Genesis. The concierge acts as a liaison with Genesis retailers to assist in arranging at-home test drives.

NOTE: Genesis Concierge has evolved since the launch of our brand and is currently designing new ways to partner with retailers for a seamless purchase experience.

COMPLIMENTARY MAINTENANCE

Genesis owners get Complimentary Scheduled Maintenance for 3 years or 36,000 miles (whichever comes first).

ROADSIDE ASSISTANCE

For guests who experience the unexpected, our Roadside Assistance program offers tire changes, transportation to the nearest Genesis retailer, and reimbursement for overnight expenses. Available for 5 years from the date of first usage.

WARRANTY

Ensuring that our vehicles run smoothly is a top priority for us, which is why we offer all new Genesis owners our bumper-to-bumper, 5-year/60,000-mile New Vehicle Limited Warranty.





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THE MODERN LUXURY JOURNEY

When retailers refer to a modern luxury shopping experience, they are embracing these key concepts:

1. There is no single “road to the sale” where Guests must complete a rigid checklist of steps in a specific order.
 - Guests are empowered to explore information in the way that is most meaningful to them, in their consideration of their new Genesis vehicle.
2. Guests can move between online and instore activities seamlessly, with the personalized support of a Sales Consultant that considers the guest history and the activities already completed by the Guest.

EXPLORE

I can explore my own way at my own pace. I feel in control.

PRICE

I can access pricing information that I can understand and trust

PERSONALIZE

I can experience a vehicle and structure my purchase according to my own needs

PURCHASE

I can make an efficient purchase online or in the retailer

OWN

I am receiving the knowledge and support I need for a successful ownership journey

In this guide, we've organized the journey from the point of view of the Guest. Like a restaurant, the Guest point of view is very different from that of a waiter or chef. By using their point of view, we remind ourselves that their experience is the one we are creating, and it may sometimes require flexibility in our approach. Here are a few examples that reflect the need for flexibility in your processes:

- Many Guests will visit the retailer without an appointment after spending time with your online shopping tools. It is important that the guest can explore comprehensive pricing on their own so that they feel comfortable and empowered.
- When guests arrive at your retailer, it is essential that Sales Consultants “connect” their walk-in Guests with their existing information using the CRM and avoid having Guests repeat themselves.

- Some Guests may want to initiate the finance process before test driving a vehicle. This indicates their trust in the Genesis brand and should be responded to with respect.
- Guests should not have to ask for a remote test drive. The option should be proactively presented in advertising, on the website and in any emails to a prospect.
- Some Guests may prefer to consider their purchase options, including the option to complete their purchase at home, so that they can include a spouse or partner who was not able to visit the retailer.



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WHY A SALES EXPERIENCE GUIDE?

Genesis is committed to the success of our retailers, and we see a significant opportunity to improve the purchase experience for our Guests.

This guide was created to provide retailers of all types with a modern vision for luxury automotive retail. It offers clarity around what Genesis Guests are expecting, along with detailed process touchpoints that can position a retailer to deliver on those expectations.

ONE SIZE DOES NOT FIT ALL.

For individual Genesis retailers who are already experiencing high Guest satisfaction scores and sustained profitability in their sales operation, the guide can be a valuable reference tool to discover new best practices and adopt new strategies that support daily operations.

For Genesis retailers who face challenges in Guest satisfaction and sales profitability, this guide can become an essential tool for streamlining your operation, shifting to a hospitality mindset, and crafting luxury purchase experiences for every Guest.





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HOW TO USE THIS GUIDE

This guide was specifically designed as a resource for all levels of the Variable Operations team.

Within each of the six process chapters, you will find these sub-sections:

- **Key Success Factors:** Guidelines for delivering a purchase experience that differentiates the Genesis brand.
- **The Genesis Difference:** How a specific part of the process should look and feel for a Genesis Guest.
- **What To Look For:** A preliminary observation checklist to determine whether the retailer has room for improvement.
- **Process:** A step-by-step breakdown of the processes and sub-processes that are performed by Genesis Guest-facing staff.
- **Coach's Corner:** Guidance for managers and coaches in improving the performance of their people.
- **Best Practices and Next Practices:** Ideas and inspiration retailers can adopt to improve overall operations and performance (see inset).
- **Metrics:** Performance measures that retailers can use to determine how well they are doing, benchmark their current state, and track their improvements.

BEST AND “NEXT” PRACTICES

Every retailer is different. We've included Best Practices and Next Practices to help every Genesis retailer identify ways they can improve operations and exceed Guest expectations in their Genesis experience.

A BEST PRACTICE IS A STRATEGY OR TACTIC THAT WILL ENSURE YOU ARE DELIVERING A LUXURY EXPERIENCE TO YOUR GENESIS GUESTS.

If you aren't already embracing the best practices in this guide, talk to your team about finding ways to adopt each one, or to take a similar approach that achieves the same goal.

A NEXT PRACTICE IS A STRATEGY OR TACTIC THAT GOES “ABOVE AND BEYOND” IN SOME WAY, WHILE FURTHER ENHANCING THE GUEST EXPERIENCE.

It may leverage the latest technologies or require small changes to daily operations for it to be implemented. Fully Exclusive retailers are expected to embrace these Next Practices for inspiration and a competitive advantage in the luxury marketplace.



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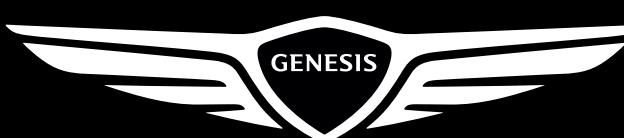
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A NOTE ABOUT JOB TITLES

As the Genesis retail network continues to evolve, there may be some variations in the job titles for retail sales teams. Here are the titles and definitions used in this guide:

Sales Consultant

- Any Guest-facing employee whose role is to support and enable the purchase experience for a Genesis Guest. In a “one-point-of-contact” retailer, their duties may also include completing the finance process and finalizing the purchase. Depending on the structure of the sales team, this role may be filled by a BDC consultant, Team Leader, or Sales Manager. NOTE: For Genesis retailers, Sales Consultants are dedicated to the Genesis brand.

Finance Manager

- At Genesis, the role of Finance Manager is evolving toward a sales model where Sales Consultants become one-point-of-contact and fulfill the role of Finance Manager. More details on this approach are provided in Section 4.3: Finance Transaction
- For retailers who are still using the Finance Manager job role, the title represents an employee who is responsible for any of the following: presenting leasing and financing options and available finance products, completing contracts and compliance related documentation, explaining paperwork and gathering signatures, interacting with lenders to convert contracts to retailer income.

Genesis Experience Manager (GXM)

- Any employees who are committed to creating Guest satisfaction and may spend some or all of their time working with Guests to ensure their expectations have been met. This is a recommended role for all Genesis retailers.

Sales Manager

- Any sales team member who is responsible for coaching, supporting, training, or managing Guest-facing sales team members. Depending on the size of the retailer, this role may be filled by a Team Leader, BDC/ Internet Manager, General Sales Manager, or General Manager. NOTE: For Genesis retailers, Sales Managers, GSMS and GMs are dedicated to the Genesis brand.



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Leader

Anyone that is responsible for strategic oversight of the retailer's sales experience, including Dealer Principals, General Managers, and General Sales Managers.

To develop a clear vision for a guest experience in sales.

- Manage the facility to align with Genesis Retail Design.
- Provide oversight on Key Success Factors.
- Design a modern luxury guest experience for your Sales Department.

Coach

Those responsible for daily operations of the internet/lead management and the showroom, including General Sales Managers, Sales Managers, and Team Leaders.

To effectively coach and coordinate the efforts of individual team members and to improve overall department performance

- Use the sales experience chapters as a reference for training and coaching:
 - New Sales Consultants: Key Success Factors, The Genesis Difference, and Process steps
 - Experienced Sales Consultants: Key Success Factors, The Genesis Difference, Process steps, and Next/Best Practices

Consultant

Guest-facing roles that support the sales experience, including Sales Consultants, Valet Team Members, Internet Consultants, and Receptionists.

To provide a resource guide on daily operations and step-by-step guidance.

- Gain an understanding of guest expectations and common guest concerns.
- Learn how to effectively execute each step of the sales process.
- Gather proven best practices that can help improve performance.

Field

District/Region and Headquarters personnel who are committed to your success and support multiple retailers with key insights and resources.

To support retailers in a specific district or region to improve performance and troubleshoot challenges.

- Use checklists as an observation tool.
- Support implementation of best practices.
- Provide program performance support by sharing printouts/PDFs of helpful sections.



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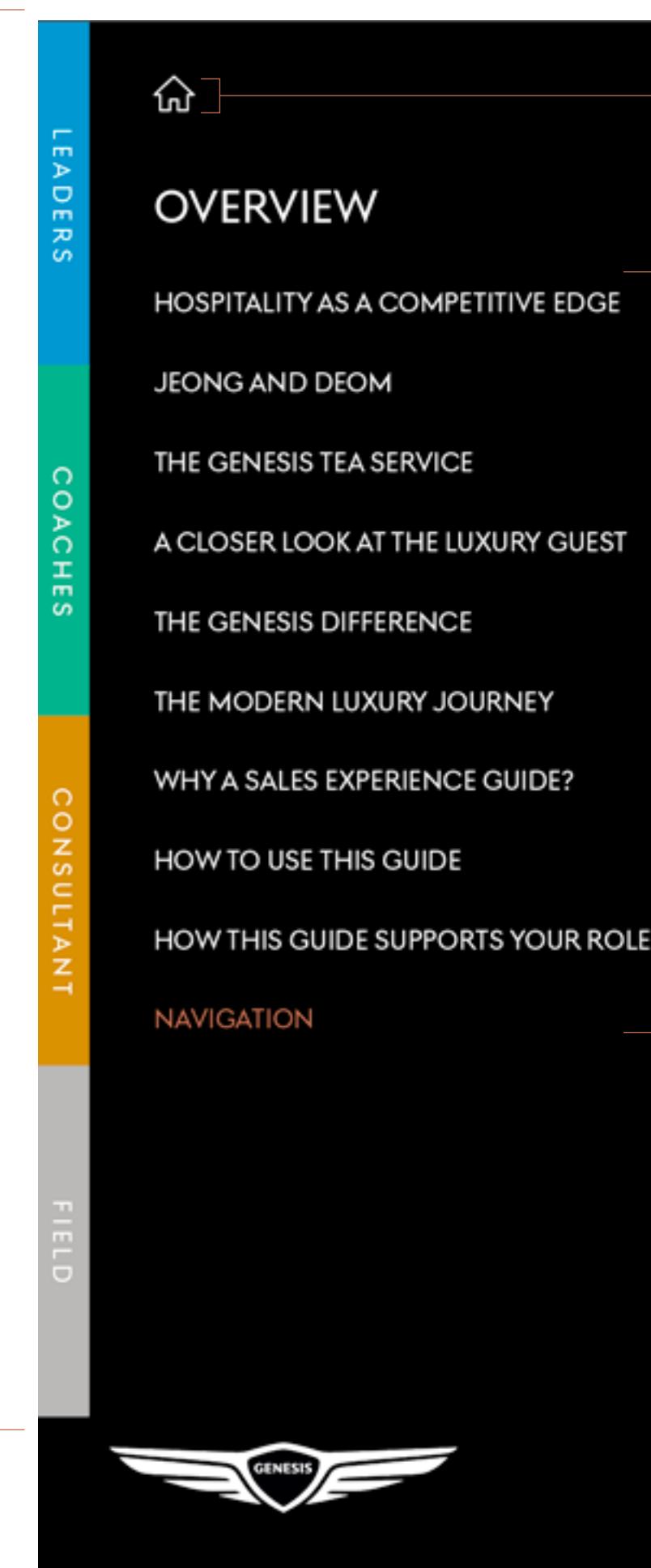


NAVIGATION

This guide is designed to allow you to access the information you need quickly.

There are several interactive features to help navigate your way.

LH JOURNEY NAVIGATION



HOME ICON

Returns to the Table of Contents

LEFT HAND NAVIGATION

Use the Left Hand column to find your way through each chapter.

Click on the titles to navigate through each section.

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Quickly advance or return.



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LEFT HAND JOURNEY NAVIGATION

We've identified four user types for this document. See more about these defined roles and how they work on pages 15-17.

Journey navigation features brief or comprehensive reads depending on your category.

Leaders

By using the **BLUE** tabs, you can navigate directly to these sections:

- Genesis Way
- The Genesis Retail Facility
- Key Success Factors
- Best/Next Practices
- Metrics

Coaches

By using the **GREEN** tabs, you can navigate to the next page and review the entire document, and print/PDF the sections you want to use for training and coaching.

Consultant

By using the **ORANGE** tabs, you can navigate to all of the relevant sections of this guide and skip the Coach's Corner content.

Field

By using the **GRAY** tabs, you can navigate to all of the relevant sections of this guide and support key programs with printouts/PDFs of sections you want to share or reference in retailer communications.

THE GENESIS RETAIL DESIGN



THE GENESIS RETAIL DESIGN

THE FACILITY AS A DIFFERENTIATOR

The Genesis Retail Design delivers a distinct Genesis brand impression. With its modular structure, transparent finishes allow natural light to illuminate the sales, parts and service areas during the daytime, and to draw attention to the dealership at night. The elegant and refined presence features high quality furniture and finishes that unify the spaces and create a feeling of calm.



The Brand Cube offers Guests a relaxing environment in the heart of the showroom where they can have a hands-on experience with Genesis premium leather, wood and paint finishes. The space and connection are intimate, but the location keeps the Guests connected to the surrounding showroom and display vehicles. At night, the Brand Cube is illuminated from above to create a landmark that is visible to everyone passing by the dealership, promising a new and exciting experience.

The Brand Wall provides a bold and distinctive backdrop for the Genesis feature vehicle. The brand's progressive energy and the Guest's higher aspirations are reflected in the rich copper finish.





THE GENESIS RETAIL DESIGN

Use this checklist to discover how you can deliver a truly original experience that will meet the needs of the Genesis Guest and ensure they feel that they are your Son-Nim:

FACILITY CHECKLIST

- Directional signage—inside and outside—clearly identifies key departments and facility amenities.
- Premium parking spaces located near entrances are exclusively reserved and identified for Guests.
- The parking lot and exterior vehicle display, and landscaped areas are well maintained and free of litter.
- Sufficient, comfortable, and well-maintained seating is provided for Guests in Sales and Service
- The interior is clean and resources are assigned for regular cleaning
- A beverage station with premium teas, coffees, water and soft drinks is well stocked and attractively displayed.
- All Guest-facing staff and managers are trained to deliver tea service for their Guests.
- Distinctive Korean teas and coffees (e.g. Dalgona coffee) are available in the beverage station.
- Beverages and snacks are available to the guest without them having to ask.

"We had an amazing experience when purchasing our vehicle from [retailer]. They have a wonderful wait area for their customers with beverages and snacks which was very convenient."

VOICE
OF THE
GENESIS
GUEST

- All beverages and snacks are served in clean, high-quality, reusable glasses, cups, plates, cutlery and napkins, consistent with those found in premium dining establishments (i.e. no single-use serving options)
- Complimentary high-speed Wi-Fi is available without the need to ask for a password.
- Entertainment options available in the lounge (TV, newspapers, magazines etc.) and publications are clean and current.
- Background music is consistent with a luxury experience (musical styles other than rock, pop, techno etc.) and Guests enjoy a relaxed "paging free" environment.
- Fresh fruit and individually wrapped premium snacks are offered on a self-serve basis.
- Fresh flowers are displayed in the showroom and/or lounge, like a luxury hotel lobby.



THE GENESIS RETAIL DESIGN

THE GENESIS RETAIL DESIGN

CHECKLIST (Continued)

- Fresh flowers, soft towels, and premium amenities (liquid hand soaps and lotions) are provided in Guest restrooms.
- Guests are offered a hot or cold hand towel on arrival, like what luxury hotel Guests and business class airline passengers receive.
- Offer special recognition and amenities for the children of visiting Guests as well as their pets.
- Provide a secure storage area for coats and personal belongings near where Guests will be sitting.
- Guest restrooms are clearly identified, clean, and always well-stocked.
- Level 2 and Level 3/DC charging stations are available onsite for EV Guests
- Resource(s) assigned for daily management and maintenance of vehicles on display: vehicles are in good condition, batteries are charged, and vehicles are regularly washed.

METRICS

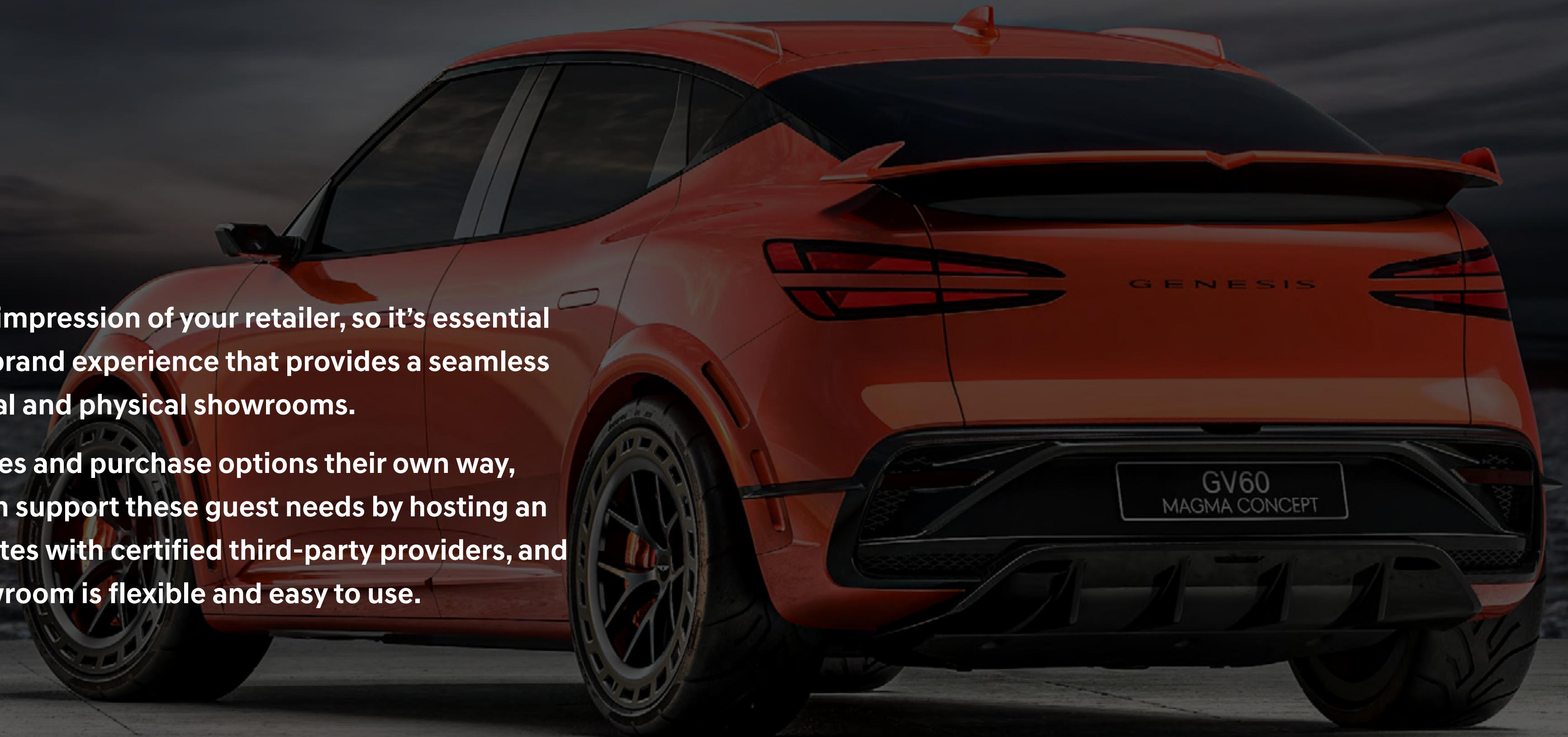
WHAT TO MEASURE	HOW IS IT MEASURED?
Genesis Retail Design/Facility	GBX: Using a 1-10 scale, how would you rate the facility of [retailer] including appearance, cleanliness and available amenities?



EXPLORE

Your website is a guest's first impression of your retailer, so it's essential that you deliver a consistent brand experience that provides a seamless transition between your digital and physical showrooms.

Guests want to explore vehicles and purchase options their own way, and at their own pace. You can support these guest needs by hosting an effective website that integrates with certified third-party providers, and making sure your digital showroom is flexible and easy to use.





EXPLORE

KEY SUCCESS FACTORS

THE ONLINE RETAIL SHOWROOM/
SHOPPER TOOLS

THE GENESIS DIFFERENCE

WHAT TO LOOK FOR

PROCESS

COACH'S CORNER

BEST PRACTICES

NEXT PRACTICES

METRICS

CONNECTING WITH GUESTS ONLINE

KEY SUCCESS FACTORS

FACTOR	DEFINITION
<ul style="list-style-type: none">Retailer website and digital retailing tool configurations meet Genesis certification and the required settings	<ul style="list-style-type: none">Each certified provider has a Genesis-approved configuration for their tool(s) and retailer instances of tools are configured to meet or better the approved configuration.
<ul style="list-style-type: none">Retailer allows Guests to initiate communication with a dedicated staff member – and continue dialogue using their preferred method (phone, email, chat or video)	<ul style="list-style-type: none">Retailer provides a single, on-demand text chat tool (no pop-up)Guest has option to schedule appointment with experts.Guest has option for video chat and screen sharing.Inquiries are directed to and handled by a Genesis-dedicated representative who is fully capable of addressing Guest questions and needs

In this chapter:

[The Online Retail Showroom/Shopper Tools](#)

[Connecting with Guests Online](#)



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PROCESS

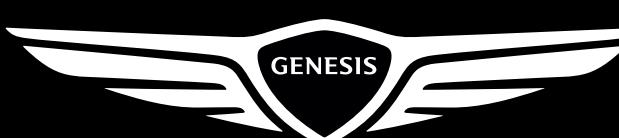
COACH'S CORNER

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THE ONLINE RETAIL SHOWROOM/SHOPPER TOOLS

THE GENESIS DIFFERENCE

Genesis Guests want to have the TOOLS they need to calculate their spending power and browse their options for a vehicle purchase online.

- I want to be able to view Genesis vehicles and features.
- I want to be able to configure a vehicle with available options and accessories.
- I want transparency in the form of itemized costs for a vehicle purchase.
- I want to easily find phone numbers and email addresses to connect me directly to specific Genesis team members.

"Excellent buying experience, from initial test drive and finding the vehicle based on my online configuration to out the door price negotiation."

VOICE
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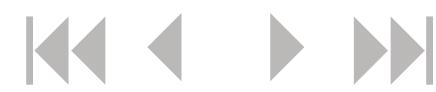
THE ONLINE RETAIL SHOWROOM/SHOPPER TOOLS

WHAT TO LOOK FOR

- A certified retailer website with Genesis branding
- Current information (address, hours, and contact names) on Google My Business and the website.
- Configuration tools that allow consumers to build a vehicle with options, accessories, and finance products (including lease options) and out-the-door pricing inclusive of trade-in value, add-ons, taxes, and fees.
- Clear and friendly calls to action for the following:
 - Schedule a test drive.
 - Schedule an appointment.
 - Contact us by chat, phone, or email.
- Evidence of reputation management (professional responses to positive and negative reviews) on review sites like Google My Business.

DID YOU KNOW?

According to Autotrader, the top five activities conducted online by car shoppers include researching car prices (71%), finding actual cars listed for sale (68%), comparing different models (64%), finding out what current car is worth (63%), and locating a dealer or getting dealer info (46%).



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THE ONLINE RETAIL SHOWROOM/SHOPPER TOOLS

PROCESS

Have a monthly process to review your online reviews and website. Use this site capabilities checklist to determine where you can improve your site:

- Vehicle inventory
- Calls to Action (CTAs):
- Trade Evaluation tool
- Positioned to support the Guest journey
- Accessory menu
- Not pushy
- Purchase, cash, or lease option
- Aligned to your way of doing business (e.g., “Get Today’s Price” is only used if you offer online discounts.)
- Integrated pricing breakdown for cash, lease or purchase
- Retail team is trained on the proper response for each CTA (e.g., “Schedule A Test Drive” vs. “Contact Retailer” each require a different response)
- Chat tools
- Not a popup
- LIVE interaction (not a BOT/AI or third-party)
- Hours commensurate with traffic (minimum: business hours)
- Shoppers can access all the items listed above without entering PII (personally identifiable information, like email or phone number)
- The ability to request a test drive or sales appointment
- Video chat tools
- Staff page is current and accurate



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- Walk in the shoes of the guest. Explore vehicles and the purchase journey on your site to identify any points of friction.
- Manage the number of CTAs on your site. Too many CTAs, or CTAs that aren't aligned with the shopping experience can create an exit point for shoppers (i.e., not offering to evaluate a trade until the shopper has selected a vehicle).
- Leverage the Genesis Certified Digital Marketing Program and Genesis field team members to find opportunities and best practices.

Sales Managers:

- Monitor webpage activity to determine benchmarks. Review your website, DRS and CRM performance metrics, along with lead counts and lead conversion rates.
- Avoid making the "convert to appointment" the only option for Sales Consultant follow-up.



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THE ONLINE RETAIL SHOWROOM/SHOPPER TOOLS

BEST PRACTICES

- Dealership website and digital retailing tool configurations meet Genesis certification and the required settings.
- Staff consistently input lead information into the CRM to ensure a seamless purchase experience.
- Online pricing and trade evaluation information includes appropriate disclaimers.
- Leadership teams consistently evaluate and adjust the online purchase journey and CTAs.
- Sales and BDC teams are able to identify which CTA a Guest has selected when contacting the retailer.
- Retailer supplements personalized, human chat with AI chat during off-hours.

METRICS

WHAT TO MEASURE	HOW IS IT MEASURED?
Website offers tools that Guests can use to navigate toward a purchase without friction.	JDPA: DRS and Website Compliance GBX: Which of the following activities did you do on the brand/retailer website? Mark all that apply.

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THE GENESIS DIFFERENCE

Genesis Guests want to feel SUPPORTED when they reach out to a Genesis retailer.

- I expect to get answers to my questions about inventory, price, or the purchase process.
- I want to interact on my preferred channel, whether email, phone, text, chat, or video call.
- I want to work at my own pace and decide for myself when it's time to visit the retailer (if ever).
- Because I am shopping for a luxury vehicle, I expect to be treated as a "VIP" buyer.
- I can schedule an appointment with a Genesis Sales Consultant to make efficient use of my time.

"Based upon an email I sent everything was ready upon our arrival ... The transaction was smooth and effortless."

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WHAT TO LOOK FOR

- The website allows Guests to initiate communication with a Sales Consultant – and continue dialogue using their preferred method (phone, email, chat or video).
- Every Guest receives an offer for remote presentation and test drive options when interacting with the site or Sales Consultant.
- Professionalism, attentiveness, and courtesy are demonstrated across all forms of communication (e.g., phone, email, text).
- All email or printed responses are customized to the Guest and contain Genesis logos and Genesis contact information. No logos from other brands appear on these communications, including the Hyundai logo.
- The retailer has a documented Guest response/communication process for online inquiries built out for a minimum of two weeks. This can also be provided by a CRM with a built-in workflow for follow-up.
- All Guest interactions are recorded in the CRM.
- Phones are answered within three rings by a dedicated Genesis respondent and wait times (if any) are short.





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PROCESS

The inquiry is your opportunity to make a positive first impression. On any channel (phone, email, etc.) Genesis shoppers should receive the invitation to experience our vehicles at a location of their choosing. Here is the proper approach for each channel.

Email

1. Incoming emails should be reviewed carefully. Depending on where a lead is initiated, you can determine where your Guest might be in their purchase process:
 - a. Guests who are already using your DRS (Digital Retailing System) are typically further in their shopping process. They have chosen a brand, a vehicle, and it's likely they've evaluated their own trade.
 - b. Leads that come through from Genesis.com or your retailer website indicate that the Guest may be comparing brands, or they have already decided to purchase a Genesis.
 - c. Guests that come from KBB (or other auto endemics) may already know the value of their trade-in, which means they are ready to discuss pricing for their next vehicle.
2. Answer all of the Guest's questions in your response. Leaving out key details can frustrate shoppers.
3. Respond promptly. Email response times during business hours:
 - a. 20 minutes or less—10 minutes or less is preferred.
 - b. Quality response is better than the fastest responses.
 - c. If there is a delay, let the Guest know when they will receive a response.
4. Address the Guest by last name (unless given permission to be less formal), using Ms., Miss, Mrs. or Mr.
 - a. Provide a warm and respectful salutation.
5. Use the language of luxury, where possible. (For example, "May I schedule an appointment for you?" rather than "What time would you like to come in?")
6. Restate the Guest's topics of interest.
7. Address any/all Guest questions.
8. Recognize the Guest's choices.
9. Find a commonality or rapport-building opportunity:
 - a. You live/work in the area.
 - b. You delivered/serviced that exact vehicle last week.
 - c. The mentioned model/color/feature is very desirable.



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PROCESS (Continued)

10. Spotlight any digital options in your response (e.g., “our website allows you to see purchase and payment options, including trade and protection products.”)
11. Offer remote presentation and test drive options.
12. Follow up each day of the first three days. Not being pushy but offering support and assistance.
 - a. Invite continued engagement by listing possible next steps as options.
 - b. Thank the Guest for their time and interest in a Genesis vehicle.
13. Include a proper signature with Genesis-branded contact information.
14. Be conscientious about the sender information on your emails. Guests can become concerned when they receive multiple emails from different addresses at the same retailer (i.e., an auto-response from an admin address, a response from a BDC team member, and a response from a Sales Consultant).

Telephone

Talking to Guests on the phone is a great way to begin building rapport and learn about Guests' needs in advance of their retailer visit. Calls should be treated with the same level of consideration and respect as talking to Guests face-to-face, and that includes confirming what they've already done thus far, so that you can pick up where they left off.

- Be prepared.
- Smile. Guests can sense it in your voice.
- Use a warm transfer.
- For outgoing calls, ask permission before moving into the primary call topic (e.g., “Is this a good time to talk?”)

IF YOUR RETAILER IS PART OF A DEALER GROUP THAT USES A CENTRAL RECEPTIONIST FOR MORE THAN ONE BRAND, ENSURE INCOMING CALLS ARE STRUCTURED (PHONE NUMBERS, VOIP PROMPTS, AND CALLER ID/SOURCE) IN A WAY THAT MAKES GENESIS CALLS AND MESSAGES EXCLUSIVELY DIRECTED TO GENESIS TEAM MEMBERS. HAVING A FIRST-TIME INQUIRY BECOME LOST OR MISDIRECTED TO ANOTHER BRAND CAN CREATE THE WRONG FIRST IMPRESSION AND POTENTIALLY LOSE THE OPPORTUNITY TO SELL A GENESIS TO A QUALIFIED GUEST.



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PROCESS (Continued)

Voicemails

- All voicemail greetings should be branded for Genesis only.
- Refer to your notes while leaving your message. This conveys your professionalism and your value as the Guest's partner in their purchase process.
- Leave a name near the end of the message and offer a phone number for the very last piece of information the Guest will hear. Say it slowly enough for the person to write it down and then repeat it.

Text and CHAT

- Chatting and texting can take place using the CRM, a mobile device, a social media channel such as Facebook, or your retailer's website chat.
- Luxury Guests on chat expect quick responses to their questions. You should assume that the information they want is not easy to find online, so be prepared to give simple and straightforward replies and communicate with a professional and gracious tone.
- Always ask permission before initiating text interactions.
- Identify yourself and your role as a Genesis Sales Consultant in your initial text.

- Chat users expect conversations to feel as if they were standing in front of you. Messages and sentences are expected to be short and to the point.
- Offer value: answer questions, offer information about inventory and availability, or share links and content (with some context as to why you've sent a link). Avoid messages that are "just checking in".
- Avoid being the first to use any acronym/abbreviation. If the Guest texts "LMK" (let me know), this serves as your permission to use the same acronym in future conversations.

BDC/GXM

- Utilize Genesis-dedicated scripts and templates.
- Record all interactions in the CRM for reference by team members.





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PROCESS (Continued)

Video Chat/Screensharing

Video contact can be the hallmark of a luxury experience. Here are some options you can offer to your Guests:

1. In lieu of an appointment, offer a video chat with screensharing.
 - a. Schedule a specific time.
 - b. Explain that you will be showing them your current inventory and how to view out-the-door pricing.
 - c. Use your CRM screensharing tool or a third-party tool.
2. Respond to an email conversation by including a video.
 - a. Based on the email, determine what video to create:
 - i. A short walkaround, focusing on features that have come up in conversation.
 - ii. A quick view of the vehicle to answer a specific question (and to demonstrate you have the vehicle in stock.)



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- Confirm your phone system is set up properly for a luxury retail business:
 - Separate the lines for Genesis & Hyundai.
 - Utilize call tracking lines that separate brands and have different phone numbers for different sources: website, GMB, auto endemics, social media, etc.
 - Phone numbers should have text capability.
- Ensure your Genesis retailer has its own separate and dedicated CRM
- Track your auto-response traffic to determine whether additional staffing is needed.
- Consider putting people in teams so that follow-up is never missed.

- Reinforce the importance of avoiding template responses. Every email should have a personalized component.
- Confirm the sales team is using the proper signature line and logos on all email correspondence.
- Confirm that all team members use a consistent response/communications schedule that goes out for two or more weeks after initial contact.
- Practice “mock” email responses as a team to set clear expectations, help create more consistency among Sales Consultants, and identify best practices.
- Monitor team members who have low conversion rates to identify performance issues and provide proper coaching.



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- Allow Guests to initiate communication with a dedicated staff member – and continue dialogue using their preferred method (phone, email, chat or video)
- Treat phone calls with the same level of respect as talking to a Guest face-to-face.
- Provide separate phone lines for Genesis and Hyundai Guests with, separate greetings.
- Ensure all calls are answered in 3 rings or less, and email responses are sent within 30 minutes.
- Provide options on your retailer website for your Guests to communicate with your people during business hours.
- Have phone numbers on your website and on Google My Business that have ability for guests to text.
- All email or printed responses should be customized to the Guest and contain Genesis logos and Genesis contact information.

NEXT PRACTICES

- Ask telephone Guests permission before placing them on hold and wait for their acknowledgement.
- Ensure Guests are not placed on hold longer than 30 seconds without an apology and the offer of a call back.
- Send photos or YouTube video links of the vehicle of interest to help answer a Guest's question.
- Employ advanced technologies (AI) to conduct follow-up contacts beyond the response/communications schedule set for the sales team, and/or to ensure consistent Guest contacts are made (birthday, anniversary, and end-of-contract)



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WHAT TO MEASURE	HOW IS IT MEASURED?
Effective communications	GBX: Using a 1-10 scale, how would you rate your Sales Consultant on effectiveness of communication outside of retailer (e.g., email, phone, texting, etc.)
Auto responses: What percentage of email inquiries are NOT receiving a personalized (human) response?	Retailer metrics
Conversions: How well are your people moving the Guest forward in the purchase process? How many are converting to screenshare? How many to appointments?	Retailer metrics

PRICE

When shopping for a luxury vehicle, a Genesis Guest is expecting value, simplicity and convenience. While many retailers only provide an MSRP that excludes financing, taxes and fees, Genesis retailers differentiate themselves by providing consumer-facing tools that offer comprehensive purchase options.





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FACTOR	DETAIL
Prices are always available, all inclusive, and consistent online and instore.	<ul style="list-style-type: none">▪ All vehicles on retailer website, third party inventory listings, and instore are to accurate, consistent and transparent.▪ Pricing relative to MSRP should be clear.▪ Pricing that guests receive instore should be consistent with online pricing.▪ Additional products and services that would be included in an addendum or offered to guests as F&I products are to be priced and made available online with a description.▪ PII is not required to view vehicle pricing, customize purchase options and payments, or reviewing addendum items, F&I products, and trade estimates.
Retailer uses a single and consistent Guest-facing tool online and instore to value trades and provide an offer (subject to inspection).	<ul style="list-style-type: none">▪ There should not be more than one trade estimate tool available to guest on retailer website and DRS.▪ Retailer website and DRS should have the same trade estimate tool and consistently provide the same trade estimates.▪ Guests that receive a trade estimate instore or online should not be provided an estimate from an unrelated or contradicting trade valuation provider.▪ Sales consultant always acknowledge and reference trade estimates generated by Guests so that the guest does not feel like they are starting over.▪ Upon inspection, any deviation from the original value provided should be explained to the guest and documented in CRM.



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FACTOR	DETAIL
Digital retailing tool is used online and instore to configure a comprehensive deal inclusive of trade-in value, trade payoff, add-ons, taxes, and fees.	<ul style="list-style-type: none">▪ Representatives pick up where the Guest left-off.▪ Sales Consultants have access to provide comprehensive and customized purchase options using the digital retailing tool with guests, both online and instore.▪ Sales Consultants have access to previous purchase information for repeat owners.▪ Representatives confirm Guest selections and guide next steps.
F&I products and Dealer Installed Options (DIO) are promoted with pricing on retailer website, selectable in digital retailing tool, and consistent online and instore.	<ul style="list-style-type: none">▪ Information/education explaining each F&I product is published on retailer website.▪ F&I products and accessories (Genesis or aftermarket) are individually priced and consistent with pricing provided instore.▪ F&I products and accessories can be individually selected/de-selected.▪ F&I products and accessories are included in estimated price/payment calculations.
Any negotiation is handled by an empowered representative.	<ul style="list-style-type: none">▪ The representative that begins pricing presentation is the only representative that presents pricing options to guests. There are no hand-offs/turns to other team members like a "closer" or Sales Manager.▪ Payment quotes reflect the agreed upon price of the vehicle and any selected products.

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THE GENESIS DIFFERENCE

Genesis Guests want to feel INFORMED when they consult with a Genesis retailer on pricing.

- I expect to get a clear answer to my pricing questions for any vehicle, accessory, product, or purchase option.
- I want to know which costs are only estimated, and which are final.
- I expect the price I receive when I am not instore to be the same as the one I receive instore.
- I expect to deal with one person who will handle my purchase transaction.
- I want a fair valuation of my trade, based on a reasonable set of assumptions, and within a similar range of any pricing I have found from other third-party tools.
- I expect privacy when discussing my personal finances.



"Anticipate the Guest's needs, conduct business while being sensitive to the Guest's perspective: Be flexible in structuring payments, lease conditions, etc. The quality of the purchasing experience must be commensurate with the quality of the product."

"[Sales Consultant] and the team were extremely helpful and caring. [Sales Consultant] went above and beyond to help me purchase the GV70 including driving it to my home and spending about 2 hours doing the paperwork and going over the details and technology of the vehicle to properly set it up for me. There were no hidden fees that were introduced the day of the close, as everything was disclosed prior to him bringing the vehicle to our house. Very satisfied and would highly recommend."

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WHAT TO LOOK FOR

Sales Consultants are using a digital retailing tool to provide quotes on vehicles.

- Tool used for vehicle pricing online is the same as instore.
- The transition to finance is done professionally and with care to confirm any quoted numbers do not change.

DID YOU KNOW?

54% of consumers would buy from a dealership that offers their preferred experience, even if it didn't have the lowest price. (Autotrader)



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PROCESS

Online Pricing Conversations

If the Guest asks for a price, include a price. Guests don't want to experience ambiguity or feel ignored. They want direct up front communication that will not waste their time.

Instore Pricing Conversations

- Showroom Guests receive offers using a digital retail tool that configures finance/lease/cash pricing using trade-in value, F & I products, taxes and fees.

Leasing Information

Many Genesis Guests choose to lease. Sales Consultants are expected to:

- Explain lease calculations and key terms.
- Provide pricing options for purchase and lease unless the Guest has specifically asked NOT to see a specific offer.
- Be transparent: if making a more attractive payment means a lower mileage allowance, increased down payment, or longer lease term, this is disclosed to the Guest.

Finance/Insurance Products Pricing

Retailer should use a digital Guest F&I menu that includes pricing. Studies show that retailers who use menu pricing for finance products typically sell more.

Trade Evaluations

With several online options for vehicle valuation, retailers should be as clear and transparent as possible in how they evaluate trade-ins. Popular estimators include Edmunds, Kelley Blue Book, TrueCar, NADA, and Black Book. Since these sites are considered extremely credible, offering a trade value that is not in the same range as these reputable sources could create unintended friction in the relationship with your Guest. When addressing a trade value inquiry:

1. Explain the process your retailer uses to determine trade values.
2. Ask the questions your retailer requires or use a tool like KBB to ask questions about the mileage, year, features, and condition of the vehicle.
3. If a value is provided by phone or email, explain that it is pending a physical inspection of the vehicle.
4. For instore evaluations, review the required costs to recondition the vehicle to prepare it for sale.



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COACH'S CORNER

- Confirm that sales team members have a word track that explains how pricing is done on new and pre-owned vehicles.
- Demonstrate a proper trade walkaround to sales staff during weekly team meetings and have staff practice with peers.
- Review Guest verbatim to identify any patterns or issues with pricing.
- Do everything possible to ensure Guests receive the same price for the same vehicle, on every channel:
 - Refer to the Guest details on the CRM and digital retailing tool.
 - Confirm the vehicle and configuration before stating a price.
 - Use a digital retailing tool online AND instore to avoid inconsistencies.



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BEST PRACTICES/NEXT PRACTICES

BEST PRACTICES

- Posted prices are always available, all inclusive, and consistent online and instore.
- Use a single Guest-facing tool online and instore to value trades and provide an itemized offer (subject to inspection).
- Sales team uses the digital retailing tool online and instore to configure a deal inclusive of trade-in value, add-ons, taxes, and fees.
- F&I products and DIO accessories are promoted with pricing on retailer website and selectable in the digital retailing tool.
- Trade offers are presented as offers to buy, regardless of whether a Guest chooses to purchase a Genesis vehicle.
- Any negotiations are handled by an empowered representative.

NEXT PRACTICES

- Retailer has documented word tracks for presenting vehicle pricing and trade offers via phone/email/chat, with appropriate disclaimer language, e.g. "We can honor this offer, pending a formal inspection."



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METRICS

WHAT TO MEASURE	HOW IS IT MEASURED?
Sales Consultant's use of technology	GBX: Using a 1-10 scale, how would you rate your Sales Consultant on Use of technology throughout the sales process?
Sales Consultant transparency	GBX: Using a 1-10 scale, how would you rate your Sales Consultant on Transparency?



PERSONALIZE

In a luxury shopping process, your Guest should feel like the vehicle and purchase process were customized to their unique lifestyle and situation. They should have the option to customize their vehicles and their purchase process, and any online activities should easily blend with any remote activities, or those they wish to complete instore.





PERSONALIZE

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PRODUCT PRESENTATION



KEY SUCCESS FACTORS

FACTOR	DETAIL
Test drives are offered to all Guests and tailored to their needs.	<ul style="list-style-type: none">▪ Guests can choose to test drive at the retailer or remotely.▪ Retailer should have pre determined test drive routes that include highway. Retailers should document these routes for training purposes.▪ Test drives are executed to meet Guest requirements and show off vehicle features.▪ Retailer is flexible and offers test drive routes based on guest preferences.
Off-site product experience is offered to all Guests.	<ul style="list-style-type: none">▪ All Guests calling into (via phone or video) or writing to the retailer (via email, text or chat) that work or live within reasonable distance of retailer are asked whether they would like to have the vehicle brought to them or if they would like to come to the retailer.

In this chapter:

Greeting Guests in Person

Product Presentation

PERSONALIZE

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GREETING GUESTS IN PERSON

THE GENESIS DIFFERENCE

Genesis Guests want to feel WELCOMED when they arrive at a Genesis retailer, or when they meet a Genesis representative for the first time.

- I want to feel safe, welcome, and understood the moment I walk in the door.
- If I have an appointment, I expect the retailer to have knowledge about the interactions I've completed before arriving.
- I want the Sales Consultant to find out what I already know—and help me get the additional information I need to make a purchase decision.

"Everyone at the retailer made me feel welcome from the start to finish."

"...the sales person went over and above ... and provided his insight as to which vehicle suited our needs the best."

VOICE
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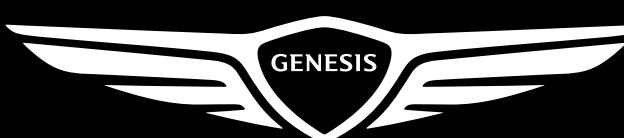
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GREETING GUESTS IN PERSON

WHAT TO LOOK FOR

- Signage, cleanliness, construction best practices, parking, Wi-Fi, amenities, etc.
- Immediate greeting (within 2 minutes if on the lot; within 60 seconds when entering the showroom)
- Teamwork and seamless communication among staff
- Available premium beverages and snacks
- Sales team members use a digital retailing tool instore to configure a deal inclusive of trade-in value, add-ons, taxes, and fees.
- A comfortable environment





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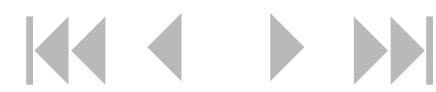
GREETING GUESTS IN PERSON

PROCESS

Prepare for Appointments:

- Review all information provided by the Guest.
- For repeat Guests, the Sales Consultant should be familiar with all Guest preferences, prior vehicle purchases/leasing, and service history.
 - Check for any notes about their interests, hobbies, family, career, etc. Bringing these up will impress owners and make them feel special.
- Check to see which steps the Guest may have completed in your digital retailing system (DRS).
- Prepare the vehicle for presentation and test drive:
 - Confirm vehicle has gas/sufficient range for test drive and that vehicle will start (does not have a dead battery).
 - Confirm the vehicle is clean and ready to drive.
 - Park the vehicle in a prominent space
 - Plan an appropriate test drive route that will position key driving features for the needs and lifestyle of your Guest.

- On the day before or the morning of the appointment, send a friendly appointment reminder to the Guest.
- Not available? If a Sales Consultant other than the initial contact will be working with the guest, let the guest know in advance who will be helping them.



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GREETING GUESTS IN PERSON

PROCESS (Continued)

Welcome/Greeting

- Genesis Guests should be greeted within 2 minutes of arrival.
- Hold the door for the Guest and shake their hand. Introduce yourself and ask for their name. If the Guest is with others, greet everyone the same way. Offer them a premium coffee or snack.
- Greeting should include:
 - Asking about the Guest's purchase process and what they would like to accomplish during their visit.
 - Inquiring about what research they have conducted and acknowledge the work they put in to be prepared.
 - If a walk-in Guest has started work in your digital retailing tool, it is critical that you rapidly locate and confirm any steps the Guest has completed.
 - Taking time to build rapport by listening carefully and looking for commonalities such as hobbies, experiences, or sports.
 - Asking questions to determine what your Guest already knows, and what they need help with to make their decision.

- Always maintain eye contact and be aware of your Guest's non-verbal cues, such as body language and facial expressions. If you do a needs assessment, use words like What, How, and Why to identify what they want in a vehicle and why. When the Guest shares information with you, ask a question to clarify it, such as, "When you say 'comfortable,' what does that mean to you?"
- To effectively present the vehicle features that are of greatest interest to a Guest, learn the Guest's top priorities.
 - Functional needs may include safety, performance, appearance, comfort and convenience, durability, and dependability.
 - Emotional needs may include providing comfort for family on long trips, hospitality for client-passengers, or feeling in control when driving on the highway. Get to know your Guest so that you can identify some of their emotional needs.



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GREETING GUESTS IN PERSON

COACH'S CORNER

- Define “Son-Nim” for your sales team, and the specific behaviors they can use to build relationships.
- Show sales consultants how to do a proper greeting. You may be surprised how many struggle to provide a warm and welcoming greeting.
- Confirm team members are using an appropriate Genesis greeting.
- Check the CRM to confirm appointments are being set
- Provide sales team members with a checklist or process guide for preparing for appointments and sending confirmations.
 - Do appointment confirmations look representative of Genesis?
 - What do emails and text messages look like? Are they Genesis specific?
- Monitor sales team members to ensure they are using a transparent inventory, configuration, and pricing tool when working with Guests.



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GREETING GUESTS IN PERSON

BEST PRACTICES

- Use the 10/5 Rule: Acknowledge Guests within 10 feet and greet them within 5 feet.
- Never point—escort Guests to their desired destination throughout their visit.
- Wear the Genesis brand.
 - Ensure your Guests feel that they are working with an expert in Genesis vehicles. Genesis-branded clothing and name tags ensure Guests can quickly identify who works for the retailer.
- Ask Guests for permission to take notes.
- Use a Guest needs checklist or CRM tool for reference. Note the important points of information a Guest shares.
- Engage in genuine conversation with the Guest, either about Genesis or non-controversial topics.
- Offer a tailored test drive to all Guests
- Offer all Guests an off-site product experience.

NEXT PRACTICES

- Offer the Guest the Genesis tea service.
- Consider approaching a local bakery or pastry shop to deliver fresh donuts or muffins.
- Offer to order a sandwich or premium coffee for Guests who visit during their lunch hour.



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GREETING GUESTS IN PERSON

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WHAT TO MEASURE	HOW IS IT MEASURED?
Sales Consultant courtesy	GBX: Using a 1-10 scale, how would you rate your Sales Consultant on Courtesy?
Sales Consultant needs assessment	GBX: How well did your Sales Consultant understand your needs?
Seamless Guest experiences	GBX: How effective was your Sales Consultant in using information that you provided before visiting the retailer during your showroom experience?
Sales Consultant respect for time	GBX: Using a 1-10 scale, how would you rate your Sales Consultant on respect for your time?



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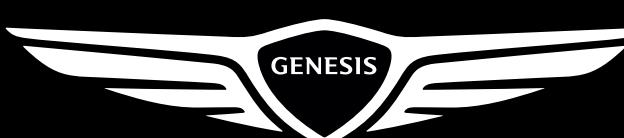
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PRODUCT PRESENTATION

GENESIS DIFFERENCE

Genesis Guests want to EXPERIENCE the vehicle they have narrowed their selection down to, and validate the research they have done on their own.

- I want answers to my questions about the vehicles features and benefits.
- I expect the Sales Consultant to offer new information about the vehicle that I may not have been able to find online.
- I expect the Sales Consultant to orient me to the vehicle's driver settings so that I am comfortable driving the vehicle
- I need to determine whether the vehicle will suit my lifestyle and driving needs.

- If I am shopping for an electric vehicle, I expect the Sales Consultant to have knowledge about charging at home and on the road, buyer incentives for the region I live in, and an estimate of the miles-per-charge I can expect as an owner.
- I expect the flexibility of being able to view and drive a vehicle at the location of my choice.
- I may need the retailer to provide me with an extended test drive in order to make a final decision.

“Our salesman and his manager took great care of us. [salesperson] was well versed on the Genesis cars we were interested in (GV70 & GV80). We got all of our questions answered and they streamlined the buying process for us. The manager found the exact car we wanted at another dealership and our Sales Consultant picked it up quickly. We couldn’t ask for a better experience!”

“When I test-drive a vehicle, I want to drive it on the roads I am most familiar with, especially the most challenging curves.”

VOICE
OF THE
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PRODUCT PRESENTATION

WHAT TO LOOK FOR

- Product presentations are tailored to the needs of each specific Guest.
- Test drives are offered to all Guests and tailored to their needs.
- Off-site product experience is offered to all Guests.
- Drive routes are similar to the Guest's daily driving environments.
- Guests receive a demo of the Genesis Intelligent Assistant app
- For EV shoppers, the presentation includes specific EV features, a charging plan and options, how to monitor state of charge and how to locate charging stations, and maintenance needs.
- For features that cannot be demonstrated, Sales Consultants can use a tablet or smartphone to show videos and other information (i.e., crash-avoidance features)





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PRODUCT PRESENTATION

PROCESS

Presentation

1. Build a personalized product presentation using what you discover during the needs assessment. Outline what you will be presenting before walking out to the vehicle, targeting a brief presentation before beginning a test drive.
2. Confirm that the vehicle is parked in an attractive setting, or plan to move it before the presentation. To properly stage the vehicle:
 - Position the vehicle so the Guest can step back and see the vehicle profile.
 - Open the vehicle by unlocking all the doors and releasing the hood and cargo area. Leave the driver's door closed.
 - Open the passenger door to air out the cabin.
 - Turn on the lights and ask Guests what they typically listen to before choosing an audio station.
3. Present vehicle features and include why they might benefit the Guest, based on what you know about them and their lifestyle/driving habits.
4. Connect the Guest's smartphone to show how simple and easy the infotainment system is to use.
5. When working with Electric Vehicle Shoppers:
 - Demonstrate how to determine the state of charge using the vehicle display.

- Explain the Genesis public charging solutions, any Genesis charging benefits, and the North American Charging Standard (NACS).
- Demonstrate how to find the nearest charger and demonstrate charging (this can be done during the presentation with one of the chargers at your retailer, or during the test drive at a local charging station).
- Explain the Genesis Home EV Charger solutions with Genesis Home.
- Be prepared to answer common EV Guest questions, such as:
 - What rebates are available for the model I'm interested in?
 - What are my options for charging the vehicle?
 - How can I find charging stations?
 - How much will it cost to charge my vehicle?
 - How long will it take to charge my vehicle?
 - How far can I go if my vehicle is fully charged?
 - How will vehicle range and charging speed be affected by cold weather or other factors?
 - What are my options for installing a home charger, and how much will it cost?



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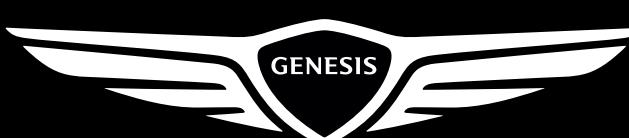
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PRODUCT PRESENTATION

PROCESS (Continued)

Test Drive

The test drive provides the opportunity for your Guest to gain hands-on experience with the vehicle and the features that are most important to them. Be sure you ask your Guest about the features of greatest interest during your needs assessment and product presentation. The length of the test drive should be set by the Guest, based on their available time and needs.

Help your Guest connect with the vehicle. When your Guest spends the amount of time they prefer behind the wheel, it helps them take “mental ownership.”

1. Invite the Guest to drive the vehicle.
2. Preview the drive and drive route.
3. The Sales Consultant should drive first, then the Guest. This allows the Guest to become more comfortable in the vehicle before taking the wheel. This is also an opportunity to demonstrate how to set the seat, mirrors, and so on.
4. Encourage the Guest to interact with the vehicle by touching surfaces, adjusting their seat, and using the audio system and other controls.
5. Identify a safe and scenic place to switch drivers. This allows you to show off the vehicle in a real-world environment. It also enables you to help the Guest set the seat and mirrors for comfort and safety.

6. Minimize conversation while the Guest drives. Give the Guest an opportunity to focus on the vehicle while driving.

7. You can answer their questions and occasionally point out a unique performance characteristic, but otherwise be silent and let it “sink in” how enjoyable it is to drive the car.

8. Check for Guest interest: Near the normal end of the test drive route, say, “This next turn will take us back to the retailer. We can turn here or, if you’d like, we can drive for a little longer.” If the Guest elects to continue, it’s a good indication of their interest.

Remote Presentation

Genesis shoppers should be offered the opportunity to explore a vehicle at a location of their choosing (within a reasonable proximity to the retailer). The remote test drive or product demonstration options should appear on the retailer website and also be included in email follow-up communications with online prospects.

Remote presentations should be treated as an appointment, and Sales Consultants should do the same preparation as listed in the section titled “Preparing for Appointments”. See next section for additional details on remote presentations and test drives.



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PRODUCT PRESENTATION

PROCESS (Continued)

Video Walkaround

- Using a video meeting tool such as FaceTime or Zoom, deliver the walkaround using the Guest's preferred vehicle.
- If you haven't scheduled a video call with a guest, you can also record a video using a phone or tablet and send it to the guest.
- Preview what you are about to do, for example, "Let's start with the exterior, and then I'll sit in the driver's seat so you can get a look at the interior."
- Use a selfie stick—or a partner. It can be difficult to operate controls while using video. A selfie stick can give you added mobility, and a sales partner can hold the camera for you.
- Check in frequently to make it a conversation. Check-in questions can be simple, like "Are you able to see that?" or aligned to the sales dialog, like "Would you like me to spend a little more time on the navigation features?"

Remote Test Drives

1. Whenever possible, bring the exact vehicle the Guest is researching so they can start sensing ownership.
2. Request a driver's license as part of the appointment process.
3. Confirm the vehicle driver. If the person scheduling the appointment isn't the primary driver, you can encourage them to adjust the location or timing to accommodate the primary driver.
4. Confirm your own information with the appointment by sending your photo, so the Guest knows who to expect. This added reassurance will reduce any stress on the Guest.
5. If the person conducting the drive changes, be sure to update the Guest with the new image and information.
6. Plan your route. Once you have the test drive appointment location, spend a few minutes on your favorite navigation website to get acquainted with the area and map out a few options for your drive route.
7. If your Guest ends the test drive ready to buy, your retailer should have a detailed plan to provide next steps.



PERSONALIZE

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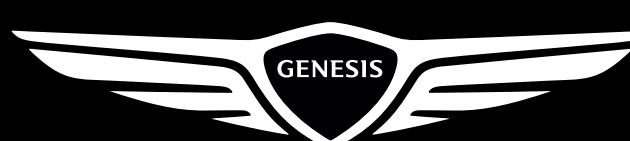
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PRODUCT PRESENTATION

COACH'S CORNER

- Reinforce the use of a checklist for remote presentations.
- Encourage sales team members to share video walkarounds with each other, to help them continue to improve.
- Work with your team to design test drive routes for each vehicle that spotlight key vehicle features and differentiators.

(Continued)



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BEST PRACTICES

Be a Genesis product expert. People don't remember long lists of features. Instead, share the function and advantage for the features of greatest interest to your Guest. Memorable features have an advantage related to your Guest's interests or needs, and Guests will also need to understand the feature's function.

- Offer an off-site product experience to all Guests
- Bring features to life with stories that relate to the Guest's needs or interests.
- Know competitive vehicles as well as Genesis vehicles.
- Build credibility with what you know, but never hesitate to say, "I don't know; let me find out for you."
- Become an expert on EV technologies and the EV ownership experience. Access relevant resources as needed to support Guests in understanding the available charging networks, state or federal EV incentives, etc.
- Confirm with Guests who are acquiring a Genesis BEV the status of home charging options and offer support regarding charging solutions and local installation providers.
- Use a video walkaround provider. There are a number of providers that provide platforms for sharing videos that integrate into CRMs. For questions about which provider can be considered please reach out to your Genesis field representative.

- Offer a tailored test drive to every Guest.
- Offer an off-site product experience to all guests
- Ensure the Guest's comfort and confidence by confirming they are satisfied with the vehicle's settings including temperature, seat warming, seat positioning etc., and inquire if they wish to have a specific radio station or music playing.
- Use the PEFC Model to highlight features:
 - **Prepare** Guests for what they are about to experience.
 - **Explain** the operation using clear instructions.
 - **Focus** on the actions of the vehicle by pointing out how it handles or responds.
 - **Connect** the driving experience to the Guest's needs.

(Continued)



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PRODUCT PRESENTATION

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- For remote presentations and test drives: Offer a small Genesis-branded gift on arrival.
- Provide an overview of Genesis Connected Services and demonstrate the Genesis Intelligent Assistant app using the DEMO mode.
- Demonstrate specific features such as remote lock and unlock.
- Use Genesis YouTube videos to help explain sophisticated and/or difficult to understand technologies.
- If the Guest is enjoying an extended test drive, provide them with a checklist of features for them to try along with step-by-step instructions.
- Provide the Guest with a demonstration of BEV charging and related apps.



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PRODUCT PRESENTATION

METRICS

WHAT TO MEASURE	HOW IS IT MEASURED?
Knowledge/expertise about vehicles and feature operation	GBX: Using a 1-10 scale, how would you rate your sales consultant on vehicle knowledge/expertise?

PURCHASE

Once a Guest has made the decision to buy, retailers can help create an expedited experience by managing wait times, offering remote contracting, and ensuring the information provided prior to the purchase is included (and unchanged) in their final transaction.





PURCHASE

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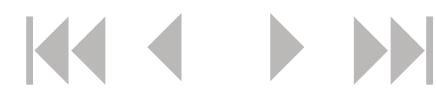
PREPARING FOR FINANCE/
MANAGING WAIT TIME

FINANCE TRANSACTION

KEY SUCCESS FACTORS

FACTOR	DEFINITION
Sales staff have access to all Guest-submitted information.	<ul style="list-style-type: none">▪ Before proposing an offer, the sales staff checks any existing information already gathered in the Digital Retailing System and CRM in order to save time and pre-load Guest details into the offer
F&I wait time is under 30 minutes	<ul style="list-style-type: none">▪ Retailer has a documented staffing plan that coordinates efforts to achieve wait times that are less than 30 minutes.▪ Deals to F&I Manager ratio is no greater than 60:1 month.▪ Retailer has adopted a one-point-of-contact approach for Sales Consultants, with adequate support behind the scenes to achieve the wait time goal.
E-signing – and remote contracting – is offered if allowed by state law	<ul style="list-style-type: none">▪ Retailer has a licensed tool and process for electronic signatures.▪ Guests have the option for electronic or paper copies.
In this chapter: Proposal and Agreement Preparing for Finance/Managing Wait Time Finance Transaction	





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PROPOSAL AND AGREEMENT

THE GENESIS DIFFERENCE

Genesis Guests want to feel they are receiving a FAIR OFFER for their vehicle of interest.

- I want to deal with people who are sincere, trustworthy, and considerate of my needs.
- I want answers to my questions about purchase options and terms.
- I want a detailed understanding of what is in my contracts.
- I want to do business with someone who has the authority to make adjustments.
- I prefer to discuss financial matters in privacy.
- I expect an efficient, transparent, and credible negotiation process based upon a legitimate price.
- I may need time to consider and discuss options.

DID YOU KNOW?

Of the 3-hours average time spent at the dealer during the purchase process, more than half of that time is spent negotiating or doing paperwork, resulting in a 56% satisfaction rate for the process.
(Autotrader)

“Anticipate the Guest’s needs, conduct business while being sensitive to the Guest’s perspective: Be flexible in structuring payments, lease conditions, etc. The quality of the purchasing experience must be commensurate with the quality of the product.”

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PROPOSAL AND AGREEMENT

WHAT TO LOOK FOR

- Contract offers are presented electronically with all the details.
- The DRS is used to support pricing discussions.
- Decisions made by the Guest are conveyed to the F&I office without error or misunderstanding, or the retailer has embraced a one-point-of-contact model.
- When using a desk to create offers, no “back and forth” (aka more than two pencils).





PURCHASE

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PROPOSAL AND AGREEMENT

PROCESS

- Ask for the sale:
 - Confirm that the vehicle meets the Guest's needs. If for any reason it does not, avoid using the price as a tool to gain acceptance.
- Preview the process and the people:
 - Explain that you will be working to structure a purchase that meets the Guest's needs.
 - Confirm or arrange for a trade evaluation as needed.
 - Explain that the Guest will be presented with options to protect their purchase.
- When presenting the offer:
 - Display the offer on a screen (tablet or monitor) to build credibility.
 - Offer at least two different lease and purchase terms for the Guest to consider.
 - If an attractive offer is offset by a longer term or a low mileage allowance (for lease), be transparent in explaining the offer's details.



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PROPOSAL AND AGREEMENT

COACH'S CORNER

- Confirm that the sales team is not using paper to present offers.
- Refer to the DRS and CRM before presenting an offer to confirm any previous numbers that have been presented. If a number has changed for any reason, provide the Sales Consultant with details about the change.



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PROPOSAL AND AGREEMENT

BEST PRACTICES

- Give Guests time. Pricing negotiations can be stressful and taxing for the Guest. Be sure to give them time to digest the information you provide so they can arrive at a sound decision.
- Offer the Genesis Tea Service to guests who are making a purchase decision to help them feel comfortable.
- Keep the process transparent. Explain the reasons behind your response to their offer and reinforce the elements that affect price for their vehicle of choice.
- Explain offers clearly and deliberately.
- Encourage questions and provide accurate answers.
- Review available offers/ incentives. Make sure your Guests have a chance to consider any available Genesis finance, lease, or cash offers. From your needs assessment, advise them of any additional discounts they may be eligible for, such as military or first responder.
- Guide the Guest through F&I basics. Sales Consultants should be able to:
 - Define and describe the value of common F&I products that your retailer offers, such as vehicle service agreements.
 - Present the advantages of both purchase and lease options.

NEXT PRACTICES

TBD



PURCHASE

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PROPOSAL AND AGREEMENT

METRICS

WHAT TO MEASURE	HOW IS IT MEASURED?
Providing a straight answer on price	GBX: When negotiating, did you have difficulty getting a straight answer on the selling price or payment?
Coming to agreement on price	GBX: Using a 1-10 scale, how would you rate the ease of coming to agreement on final price?
Fairness of price paid	GBX: Using a 1-10 scale, how would you rate the fairness of price paid?
Comfort of negotiation location	GBX: Using a 1-10 scale, how would you rate the comfort of the location for negotiation?
Pushiness	GBX: Was the finance staff too pushy in attempting to sell additional Finance and Insurance products, such as extended warranties?



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Genesis Guests want a **SEAMLESS** transition to the finance process, with no surprises.

- I expect any pricing or quotes I have received to remain unchanged throughout the purchase process.
- I want to complete my transaction efficiently, with minimal down time.
- I expect the Sales Consultant to represent me as my partner in the finance process.
- If I am going to work with additional staff members, I expect to meet those people in advance and not be “dropped off” by my Sales Consultant to meet a stranger.

“I really appreciated meeting the sales manager, as he too was very positive and informative. I felt that [Sales Consultant] did a great job going through all of the paperwork and helping me select extra coverage that fit my needs without being pushy at all. This entire staff made me feel I was being taken care of like family.”

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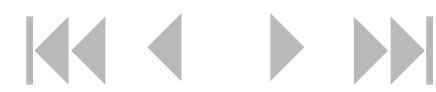
FINANCE TRANSACTION



PREPARING FOR FINANCE/MANAGING WAIT TIME

WHAT TO LOOK FOR

- Guests who have agreed to a deal are transitioned to the finance process.
- Guests receive a preview of the finance process.
- Retailer has a deal/F&I document checklist of items/paperwork required.
- Retailer uses a digital Guest F&I menu that includes pricing.
- Retailer offers remote e-signing (in applicable states).
- Wait times for a Finance Manager are within 30 minutes, and any wait time is “filled” with pre-delivery activities, to reduce the perception of wait time.



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PROCESS

Providing a preview of the F&I process is a simple step that can help smooth the transition from the price discussion to the finance process.

1. Explain to the Guest what the next steps in the process are at your retailer.
 - a. If you are transitioning to a Finance Manager, introduce the person they will meet with.
 - b. If the Guest is interested in remote contracting, outline the next steps for that, including how any wet signature requirements will be met (e.g., “when you take delivery, we will ask you to sign this form once more in person, which is required by law in our state”)
2. Be sure to set realistic expectations about how long the F&I appointment might take, given the information you have.
 - a. If there is a wait for a Finance Manager, be proactive and offer solutions to your Guest, such as:
 - i. Inviting the Guest to fill out any paperwork that can be filled out prior to F&I.
 - ii. Completing the F&I process in the DRS tool if it's available at your retailer.
 - iii. Downloading the Genesis Intelligent Assistant app and providing a walkthrough of features.
 - iv. Using the Genesis Delivery Checklist to cover items such as the owner orientation, connected service enrollment, features of interest to the Guest, and/or how-to videos.
 - v. Introducing the Guest to the Service Department and scheduling the first service visit.
 - vi. Reviewing vehicle support materials and the factory-recommended maintenance schedule.
3. Outline the documents that are included in the F&I document checklist folder, and confirm that all are correct.



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- All sales team members should have guidance in handling wait times >30 minutes, including the option to send a Guest home to complete their purchase remotely.
- Ensure your process is built to achieve your wait time goals and coordinate the team to remove bottlenecks. For example, a Porter can make the vehicle ready for delivery including gas, while the Sales Consultant puts together the credit application and pertinent guest information to submit the deal for funding. A Sales Manager can confirm captive approval while the F&I manager compiles the purchase paperwork.
- Regularly check and confirm that offer folders are completed correctly. Coach any Sales Consultants who are not fulfilling this expectation.
- Ensure that any pricing the Guest has already received is unchanged when they begin the financing process.



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- If you use a Finance office, studies show that Guests are more satisfied with the overall experience when their wait time for the F&I appointment is 30 minutes or less. Even if you have a wait time that exceeds 30 minutes, performing pre-delivery activities can help reduce the actual time spent waiting.
- Listen to what the Guest tells you. Show the Guest that you can be trusted to help them with their purchase goals. Honor your commitments, listen with respect to what your Guest wants and needs in a vehicle, and, when an agreement is reached, honor it.
- Always communicate with honesty. Show Guests that they can count on you to help them close a good deal and cover all the details that go with it. This includes simple things like confirming vehicle specs or reviewing paperwork for accuracy. Practice honesty in everything you say and do.
- Verify Guest information and purchase terms. Before introducing a Guest to a Finance Manager, verify their name, address, and agreed-upon price and terms. Then, communicate this to the Finance Manager.
- Keep discussions clear and transparent. Explain the pricing rationale at your retailer—accurately and completely. Be sure to keep descriptions light and informative.

NEXT PRACTICES

- Adopt a one-point-of-contact model to empower Sales Consultants to complete the majority of the finance process steps to eliminate friction and wait times.
- Look for ways to increase digital financing activity to eliminate wait time and reduce friction.
- Encourage guests to opt for a scheduled appointment to sign paperwork and take delivery so that everything can be ready when they come in—or everything can be brought to the guest remotely.



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WHAT TO MEASURE	HOW IS IT MEASURED?
Wait time less than 30 minutes	GBX: After reaching agreement on your price and payments, how long did you wait before meeting with your Finance Manager to complete paperwork?
Wait time and finance process time	GBX: Using a 1-10 scale, how would you rate the timeliness of completing the final paperwork process (including any time you waited to begin the paperwork process)?



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THE GENESIS DIFFERENCE

Genesis Guests want PRIVACY and PROFESSIONALISM in their finance office experience.

- I want to deal with people who are sincere, trustworthy, and considerate of my needs.
- I want answers to my questions about finance products and pricing.
- I want a detailed understanding of what is in my contracts.
- I prefer to discuss financial matters in privacy.
- I expect to be able to make a digital purchase online, with a credible finance professional.

"I completed the credit app online and the whole process took an hour or less."

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WHAT TO LOOK FOR

- If a Finance office is used, Finance Managers are available to greet Guests before the finance transaction.
- All Genesis Guests are offered remote contracting as a time-saving option.
- A menu of finance products is offered to every Guest, with transparent pricing.



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PROCESS

Every retailer is different. All finance transactions should include the following:

- Verification of Guest and vehicle information
- Verification of offers and prices, including trade evaluation and payoff amount.
- Presentation of finance products using a menu and/or the DRS, if available
 - An effective and compliant menu includes the APR, term, amount financed, and the payment quoted by the Sales Department.
- A well-rehearsed presentation format that is interactive with your Guest.
- The offer to answer any Guest questions about their deal.

DID YOU KNOW?

Deloitte's 2024 Global Automotive Consumer Study highlights that consumers are increasingly looking for a more streamlined and efficient car-buying experience. This includes a preference for fewer touchpoints and a more integrated approach, which can reduce the need to interact with multiple people during the purchase process.

One-Point-of-Contact

For retailers who are interested in a one-point-of-contact model to reduce friction and eliminate wait times, provide training for Sales Consultants on all four of these Guest-facing steps:

1. Presenting products and confirming product selection (depending on your state, this will likely include additional compliance training or certification)
2. Inputting contract information
3. Outputting and printing documents
4. Explaining paperwork and gathering signatures

Alternatively, some retailers may wish to have a Finance Manager performing Quality Assurance on contracts before printing them and delivering them to the Sales Consultant (step #3 above). A Finance or other Manager will also be necessary for interacting with lenders, and meeting with Guests when there are special exceptions, concerns or contracting changes.



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- Track your team's average times for preparing paperwork, along with penetration for each person, gross per copy, and satisfaction per person. Identify if there are individuals that need more or refreshed training.
- If your retailer has a Finance office, provide Sales Consultants with daily information about their capacity, and identify any transaction that can be done remotely to streamline instore operations.
- Prepare in advance for your SOLD Guests that are coming in later, and any appointments. Have a plan for when the dealership gets busy and/or deals are lined up.



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- Ensure seamlessness when using a Finance Manager. Convey all Guest information and make notes about any details relating to structuring the deal, financing, or F&I products. Share this information with the F&I Manager as part of the transition. If the Guest started their process in your digital retailing system (DRS), make sure the F&I Manager has that information as well.
- Finance Managers greet Guests prior to the finance transaction to “break the ice”.
- Staff who are presenting finance products must complete all training to meet your training compliance requirements. This training provides the foundation to provide Genesis Guests with a luxury F&I experience.

NEXT PRACTICES

- Adopt a one-point-of-contact model to reduce friction, create increased satisfaction, and reduce wait times.



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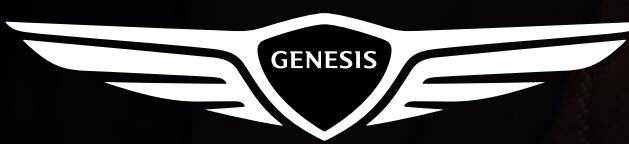
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WHAT TO MEASURE	HOW IS IT MEASURED?
Clarity of explaining documents	GBX: Using a 1-10 scale, how would you rate the clarity of explaining documents in your finance and paperwork experience?
Transparency of finance process	GBX: Using a 1-10 scale, how would you rate the transparency of the paperwork/finance process?
Wait time and finance process time	GBX: Using a 1-10 scale, how would you rate the timeliness of completing the final paperwork process (including any time you waited to begin the paperwork process)?

OWNERSHIP

Luxury buyers want knowledge and support for the journey ahead. When transitioning from buyer to owner, Genesis retailers can provide a personalized (and checklist-driven) delivery that positions the Guest to consider returning to the retailer for all of their future sales and service needs.





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KEY SUCCESS FACTORS

FACTOR	DETAIL
Genesis Delivery Checklist is used to plan and execute a personalized experience for all new vehicle deliveries.	<ul style="list-style-type: none">▪ A delivery agenda, including features and duration, is created with every Guest.▪ Each delivery includes a vehicle quality review.▪ For electrified vehicles, information and education about charging at home and public charging is provided.▪ Delivery checklist and Genesis Connected Services enrollment is completed with the guest.
A Reconnect, known as a second delivery, is offered to all new vehicle owners.	<ul style="list-style-type: none">▪ All new vehicle Guests are invited to schedule a Reconnect for the purpose of continuing the owner vehicle, answering questions about vehicle features and functions after the Guest has had some time with the vehicle.▪ At the discretion of the retailer, the Reconnect may take place at the retailer or at a remote location of the Guest's choosing.▪ The Reconnect is not a simple follow up after the sale but an opportunity to provide further education.
All delivery and follow-up activities are recorded in the CRM.	<ul style="list-style-type: none">▪ Activities include:<ul style="list-style-type: none">- Delivery items covered and not covered.- F & I products purchased and their terms/information- Reconnect delivery date and items to cover.- Guest's preferred contact method.▪ Follow-up is conducted using preferred method.▪ Written follow-up is exclusively Genesis branded (e.g., signature line).
Off-site delivery is offered to all new vehicle owners	<ul style="list-style-type: none">▪ All new vehicle Guests are offered to have their new vehicle delivered and presented at a location of their choosing and, at the time of delivery, are invited to schedule a Reconnect for the purpose of orientation and feature configuration.

In this chapter:

Delivery

Maintaining the Relationship



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A successful luxury delivery, whether it's done instore or at a Guest's preferred location, is measured by how your Guest feels about the experience and should be designed around the new owner's preferences and time constraints.

Your Guest wants to feel WELCOMED to the brand, and comfortable with their purchase.

- I expect the delivery of my new Genesis to be a memorable and special experience.
- I want a delivery that's tailored to the ways I will be using my vehicle.
- I appreciate the option to take delivery at a location of my choice.
- I expect the sales team to note my purchase and details for future reference.
- I want to know what resources are available to me as I become more experienced in driving my vehicle.
- If I am a first-time EV purchaser, I expect to receive support in locating chargers and charging tips that will save me money and hassles.
- I want an introduction to the service department, and information about owner benefits like complimentary maintenance, roadside assistance and service valet.
- I want to know how to schedule a service visit on my own.
- I expect the Genesis brand to hold a record of my purchase and VIN.

"The Sales Consultant provided an umbrella and fresh flowers upon delivery."

"Explaining the technology of the vehicle is very difficult. It is a lot to absorb, but salesperson did an excellent job."

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WHAT TO LOOK FOR

- Off-site delivery is offered to all new vehicle owners.
- Vehicles are inspected and in perfect condition before delivery.
- Genesis Delivery Checklist is used to plan and execute a personalized experience for all new vehicle deliveries.
- The delivery is tailored to the Guest's preferences and time constraints.
- New owners are introduced to the service department, amenities, and valet service process/instructions.
- A Reconnect Visit (instore or remote) is offered to every new owner.
- All delivery and follow-up activities are recorded in the CRM.



DELIVERY

PROCESS

Pre-Delivery "To Do" List

1. Sales Consultants should implement a quality control of each vehicle to be delivered.
 - Prior to the new owner's arrival, inspect the Genesis for any scratches or imperfections, and make sure it is as clean as possible, and detailed, inside and out.
 - Always deliver the Genesis in perfect condition, which includes a full tank of gas or state of charge.
 - If scratches, dings, or dents are discovered:
 - Be transparent with owner and let them know that vehicle will be reconditioned to their expectations and can be inspected by them prior to taking delivery.
 - Make the owner feel comfortable about everything rather than getting them to take the car home as a tactic to keep the deal together.
2. Confirm the Vehicle Delivery Inspection (VDI) is completed prior to delivery, if applicable.
 - Sales Consultant should notify the management team if the vehicle has a low state of charge or has not had a VDI completed.
 - When a Guest delivery takes place more than 30 days after the VSI, you must perform the VDI.
 - The VDI can be performed by a Genesis Technician or Genesis Sales Consultant, using the Vehicle Delivery Inspection Module (app).
 - Refer to the GMA VDI Enhancements to PDI Process for details.
 - Once the inspection is complete, the vehicle can be prepared and detailed for delivery.
 - Staffing levels must be adequate to complete inspections and preparation in a timely manner during the busiest times of the week.
 - Consider scheduling delivery on sold orders when the retailer isn't as busy.
3. Ask how much time the new owner would like to spend on the delivery process. The highest sales satisfaction is achieved when delivery lasts between 30 and 60 minutes.
 - If time is limited, invite them back for a more thorough Reconnect Visit. This way, the new owner will have had time to experience their new Genesis and may have some new questions for you to answer.



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DELIVERY

PROCESS (Continued)

Using the Delivery Checklist

- The Genesis Delivery Checklist can take the guesswork out of new vehicle deliveries by providing structure and valuable information that you can share with new owners.
- The Genesis Delivery Checklist also provides access to Genesis resources and owner information, and lets you share How-To videos with the owners within the app.
- Studies show that the following features are what Guests would like to have additional explanations on during delivery; use the app to assist while going through the features.
 - Pair/connect owner's phone with the vehicle via Bluetooth.
 - Operate Navigation System.
 - Use vehicle's connected services system.
 - Operate the audio system.
 - Use the vehicle safety features and understand any audible or visual safety feature alerts.
 - Demonstrate the brand's smartphone app: Genesis Intelligent Assistant App.
 - Review the factory-recommended maintenance schedule.
- Keep in mind that Genesis owners should be given the freedom to select the vehicle features that they prefer to review.

- Present Genesis Owner Benefits, App, and Warranty.
 - Every Sales Consultant should be familiar with Genesis Owner Benefits, in order to explain them to Guests; learn more about the benefits here: <https://www.Genesis.com/us/en/Genesis-owners.html>
- Be sure to cover or review benefits such as:
 - Genesis Connected Services
 - Genesis Service Valet
 - Over-The-Air (OTA) Updates
 - Genesis Complimentary Maintenance
 - 24/7 Enhanced Roadside Assistance
- Assist Guests with downloading and using the Genesis Intelligent Assistant app.
- Briefly review the Genesis warranty terms.
- EV owners – especially those new to EV – should receive detailed instructions about their ownership. This includes:
 - Apps to download (Electrify America, Charge Point, etc.)
 - How to plug in and remove the charger from the charging port
 - Solutions offered by Genesis Home for home charging solutions (<https://www.genesis.com/us/en/genesis-home>)



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PROCESS (Continued)

Connecting New Owners to the Service Department

- Present the hours of operation and benefits of service at your retailer.
- Note that all Genesis vehicles come with Service Valet and Complimentary Scheduled Maintenance (3 years/ 36,000 miles).
- Highlight the experience and skill level of the Service Consultants and Technicians, the number of service bays, state-of-the-art equipment.
- Review the process for scheduling a Service Valet appointment, and how the appointments are executed.
- Schedule the first appointment using the Genesis Intelligent Assistant app or the MyGenesis website. Then, introduce the new owner to the Service Manager or service team.
- Introduce the Genesis Service Consultant and explain this individual will be the main point of contact for ownership service.
- Fully explain Service Valet including the appointment scheduling process, courtesy vehicle program, and Genesis Complimentary Maintenance.



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PROCESS (Continued)

Reconnect (Second Delivery)

- A Reconnect visit must be offered to every owner during delivery. Scheduling a reconnect at the time of the initial delivery will maximize the opportunity that the Guest will opt for a Reconnect. This improves our ability to create excellent Guest satisfaction, and ensures new owners are taking advantage of everything their vehicle has to offer.
- The reconnect should be scheduled for 7-14 days after initial delivery so that owner has had enough time with their vehicle to understand what they want to learn more about.
- Set the visit up at owner's location of choice.
- Suggest that they note any questions that come up as they drive.
- Ask your Guest how much time they have available for the Reconnect Visit.
- Verify the owner's preferred contact method and record it in your CRM.
- To determine what you need to review, check in with your Guest prior to the visit and confirm which features they would like to cover.

- You should also be prepared to review the following:

- Skipped items from the initial delivery.
- Features that your Guest wants to go through again.
- Check if the Guest is enrolled in connected services and confirm they are using the services.
- Features identified in the IQS Study
- Any additional questions the Guest might have about the vehicle.

If Service is Closed During Delivery

- Designate a Delivery Specialist to do after-hours Vehicle Delivery Inspections. It is app-based and doesn't take very long.
- Have the new owner download the Genesis Intelligent Assistant app.
- Include an orientation to the features, such as Remote Start, and Vehicle Health Report.

Remote Deliveries

- In order to use the Genesis Delivery Checklist for a remote delivery, Sales Consultants should check on connectivity to ensure they will be able to use the checklist. In many cases, the Sales Consultant can enter the VIN prior to leaving the retailer and confirm connectivity options with the Guest when confirming the delivery appointment.



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- Confirm that Sales Consultants and delivery specialists understand how to access the Genesis Delivery Checklist (GDC)
- Review verbatims regularly to identify patterns or problems with delivery.
- Provide clear process guidance for remote deliveries.
- Communicate clearly with PDI and service teams to ensure vehicles are properly prepared for delivery.
- Check the VSI/VDI Status and quickly resolve any expired VDI (>30 days) status.
- Ensure vehicles are never delivered in any condition other than perfect.

A CHECKLIST “MANIFESTO”

Instead of thinking of a checklist as a rigid or inflexible process tool, remind the sales team that checklists have been used for many years to create consistency and excellence in many professional fields.

Checklists are used by surgeons, pilots, and other professionals to ensure nothing is missed and every execution of their task is flawless.



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- Genesis Delivery Checklist is used to plan and execute a personalized experience for all new vehicle deliveries
- Off-site delivery is offered to all new vehicle owners
- Create a personalized delivery they will remember
- Designate a special place at your Retailer for deliveries:
 - Provide enough privacy to allow for conversation without distractions.
 - Provide lighting to highlight and showcase the vehicle.
- When delivering EVs, be sure to:
 - Discuss EV service and maintenance needs.
 - Discuss the Guest's plans for home charging and provide an overview of the Genesis partners for home chargers and the home electrification marketplace.
 - Assist your Guest with enrolling in Electrify America.
 - Use your retailer's charging station to demonstrate how to charge the vehicle.
 - If equipped, demonstrate how to use the Vehicle to Load charging feature.

- Point out the electric vehicle features of the Genesis Intelligent Assistant app.
- Have the Guest practice locating nearby charging stations.
- Demonstrate any EV-exclusive drive mode settings.
- Reconnect (instore or remote) is offered to all new vehicle owners
- All delivery and follow-up activities are recorded in the CRM
- Let Guests know you will follow up.
- Let Guests know they can expect a follow up contact from you or your retailer to ensure they are happy with their new vehicle, and to answer any questions.
- Make a short, personal-introduction video from the Service Consultant that provides an overview of the service department. You can email or text to new owners in any instances where that person is not available.
- Build a relationship with your Genesis Service Consultants at your retailer so you can work together. You can introduce your Guests to the Genesis Service Consultant, and they can introduce you to owners who drive older vehicles and may soon be in the market for a new Genesis.



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- Taking a new car home is a special moment for every new owner, so get creative and make it personal, fun and special for them.
- Help them take a smartphone photo of their special occasion that they can share on social media.
- Provide a memorable, personalized gift that reflects the Guests' lifestyle preferences (restaurant gift certificates, accessories, prestige-brand thermal/travel mug, or wearables). Explain to the Guest WHY they are receiving a gift to reinforce that hospitality is a key differentiator for Genesis.
- Consider a vehicle reveal cover to help the vehicle and area stand out.
- Management should be present to congratulate the new owner and welcome them to the Genesis family.
- Take a photo of the new owner and vehicle, email it to them before they get home.
- Place a thank-you card in the vehicle.
- Email the new owner a video introducing their Genesis Service Consultant

- At 6-12 months, send a follow-up email to the new owner reminding them of any F&I products they purchased. This gives them a chance to clarify any details about the products or take advantage of their benefits as they begin scheduling service.
- On a daily basis, print out a list of owners visiting service on the same day and the next day. This can enable continued relationship building and Sales Consultants can be prepared to see their owners and continue to assist them during ownership.



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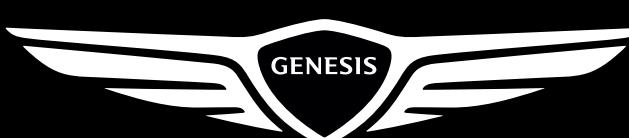
COACH'S CORNER

BEST PRACTICES

NEXT PRACTICES

METRICS

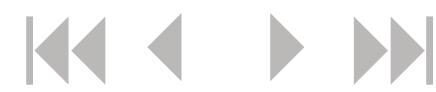
MAINTAINING THE RELATIONSHIP



DELIVERY

METRICS

WHAT TO MEASURE	HOW IS IT MEASURED?
Vehicle delivered in perfect condition	GBX: Please describe the condition of your new Genesis at delivery. GBX: Using a 1-10 scale, how would you rate the condition of your vehicle (e.g., washed, free from dings/scratches, etc.)
Sales team is using the Delivery Checklist	Delivery Checklist reporting
Owner Orientation	GBX: Did the sales staff: <ul style="list-style-type: none">Describe or help you set-up Genesis Connected Services?Review the Genesis complimentary maintenance program with you?Review the Genesis service valet program with you?Provide an overview of their service department and explain how to service your new Genesis?
Explanation of features	GBX: Using a 1-10 scale, how would you rate the delivery process at the retailer's effectiveness in explaining your vehicle's features?
Timeliness of delivery process	GBX: Using a 1-10 scale, how would you rate the delivery process in terms of timeliness of completing the final delivery (e.g., going over features, owner's manual)



OWNERSHIP

KEY SUCCESS FACTORS

DELIVERY

MAINTAINING THE RELATIONSHIP

THE GENESIS DIFFERENCE

WHAT TO LOOK FOR

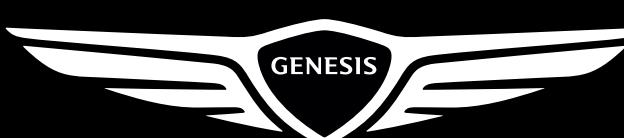
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THE GENESIS DIFFERENCE

Your Guest wants to feel CARED FOR as a valued Guest and owner. They want to know that if they have any issues with their purchase they can RELY on the retailer to resolve it.

- I appreciate an opportunity to ask questions that have risen since I took delivery.
- I expect that my Sales Consultant will remember the vehicle I purchased and any specific features that matter to me.
- I appreciate an opportunity to let the retailer know about my experience.

- I understand that despite best efforts, sometimes things go wrong.
- When I raise a concern with any aspect of my Genesis experience, I only want to explain my concern once, not multiple times to multiple people.
- I expect to receive a sincere apology.
- I expect that my concern will be responded to promptly with a resolution that meets or exceeds my expectations.

“Great people, nice facility and nice buying experience. The extra touches go a long way. Our sales rep even sent a hand-written thank you note to us with a cute little note to my 6-year-old daughter who was with me during the purchase. These are the things that create brand loyalty. Happy to see Genesis is investing in a buying experience that matches their vehicles and market. Nice job.”

“The day after I arrived home, I noticed a very small scratch on the door. I called the retailer, and they told me they'd help me get it straightened out. They are all extremely customer-service oriented, to the highest degree.

VOICE
OF THE
GENESIS
GUEST



OWNERSHIP

KEY SUCCESS FACTORS

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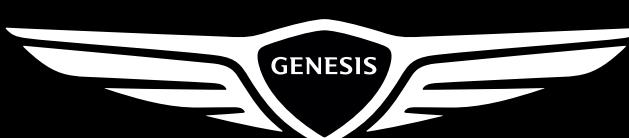
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DELIVERY

WHAT TO LOOK FOR

- Sales Consultants make follow-up contacts based on a defined process.
- Sales Consultants communicate with the Guest on their preferred communication channel.
- Follow-up calls include personalized attention and questions about the Guest's ownership experience.
- Sales Consultant is readily available to answer any questions and/or resolve any concerns.
- Appreciation is shown for the Guest's business.
- Retailer is checking the Alerts on the dashboard daily.
- Retailer is identifying patterns and people that may require additional attention or support.
- Owners who send alerts are contacted promptly and receive an apology and offers to make it right.



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Demonstrate to every new owner that you value their business with a well-timed, tailored follow-up and communication. As the Guest's Sales Consultant, you function as their single point of contact for the retailer.

Follow-Up Contacts

1. Use the CRM's SOLD/OWNER status to automate short term and long term follow up.
 - Long term follow up should be birthday reminders, the vehicle purchase anniversary, and reminders in advance of lease-end. These all offer ways to maintain a relationship with guest.
 - The estimated profit from just one retained customer might range from \$5,000 to \$25,000+ when considering future vehicle purchases, F&I products, and ongoing maintenance and repairs.
2. Immediately: Contact EVERY new owner to thank them.
 - Send each new owner a text or email, thanking them for their business—as soon as they leave, so you have it in mind. Welcome their calls or messages if they have questions.
 - Invite them to schedule a Reconnect in 7-14 days to learn more about their vehicle's features and ask any questions.
3. Within 48 hours: Make your first follow-up.
 - Make your first follow-up contact within 48 hours. Be sure to use their preferred method of communication (phone, text, email).
4. In 6-7 days: Follow up again to ensure all is well.
 - After the new owner has had a chance to get to know their new vehicle, follow up to make sure they are taking full advantage of everything available with a new Genesis.
 - Offer them a Reconnect Visit to review the vehicle's advanced technologies.
 - Confirm that the owner has enrolled in connected services, if you haven't already done so.
 - If it is not already scheduled, explain and demonstrate the process of scheduling the first maintenance appointment and offer to complete the appointment scheduling.
5. Before your new owner is likely to require service, reach out with a marketing communication in order to encourage them to become a loyal service Guest.



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DELIVERY

PROCESS (Continued)

Alert Management

1. Investigate

- Review/investigate the Guest purchase experience. Open the survey, review all CRM notes and activity, and ask any retailer staff for more insights.
- Try to identify what went wrong and consider what can be offered, along with what you can do to avoid the issue in the future.

2. Apologize

- A sincere and prompt apology,
- Via the owner's preferred contact method.

3. Offer Options

- Offer options to address the issue on the Guest's terms, for example, condition of vehicle: offer to pick up and detail the owner's vehicle.

4. Make it Right

- Continue outreach until you connect with the owner and resolve the concern.
- Leaving a voicemail does not close the alert. Continue attempting to reach the owner until you've achieved two-way communications.

5. Close the Alert

- Explain the contacts made and actions taken.



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- Provide a follow-up schedule for all vehicle purchases.
- Confirm follow-up contacts are happening on time and using the Guest's preferred channel.
- Ensure Sales Consultants are referring to the CRM for specific details about a Guest's purchase and delivery.
- Require Sales Consultants to note all contacts in the CRM.
- Collaborate. Retail leadership in both Sales and Service should agree on the proper follow-up process and timing. Find out what the existing communications and marketing schedule is for your Service Department and work toward cohesion between your initial contacts and the service emails your new owner will receive.
- Confirm that the sales team is aware of the survey questions that will result in an Alert.
- Keep in mind how alerts are timed: Surveys go out 7 days after an RDR and owners generally complete the survey within the first four days of receiving it. This means a new owner could be needing assistance or resolution for over a week. Effective follow up within 48 hours of the sale allows you to resolve owner issues and may keep alerts from happening in the first place.
- Identify who is accountable for responding to and closing Alerts.
- When Alerts indicate a pattern of behavior by multiple team members, address the issue with training and follow-up coaching.
- Hold monthly meetings to review Alert activity and make continuous improvements.
- Support new Sales Consultants in Alert monitoring and contacts.



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- Use a follow-up tracking tool: Leverage the technology and tools your retailer has to make sure every Guest receives follow-up. Use your CRM, or reporting function of your SMS and call tracking platform to monitor activity.
- When responding to Alerts, the person who makes the contact must have authority to act, responding in one contact to owner expectations.

NEXT PRACTICES

- Send a handwritten thank-you note – they're rare these days and that makes them all the more special.
- Select a personalized gift that reflects the Sales Consultant's knowledge of the new owner (for example, the common gift of chocolate would not be right for a diabetic). Examples: an upscale restaurant gift certificate or a retailer-branded bottle of wine.
- Employ advanced technologies (AI) to ensure consistent Guest contact is made for the vehicle's lifecycle (first service, birthday, anniversary, and end-of-contract)
- Hold weekly meetings to discuss positive and negative Alert activity and to develop new processes that mitigate common issues.



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WHAT TO MEASURE	HOW IS IT MEASURED?
Follow-Up Contact	GBX: Did someone from the retailer contact you after you took delivery to ensure that everything met your expectations?
Overall team performance	GBX Dashboard
Trends in Sales Satisfaction	GBX Dashboard
Net Promoter Score	GBX Dashboard
Sales Alert Rates	GBX Dashboard
Sales Alert Resolution Rates	GBX Dashboard



APPENDIX

KEY SUCCESS FACTORS

