



## Hyundai Elantra Product Training

HYUNDAI MOTORS UKRAINE and UKRAINIAN AUTOMOBILE HOLDING together with TGM ABEL & BERGER INTERNATIONAL UKRAINE provided a new Hyundai Elantra product training in the Ukraine.

As soon as a new car model enters the market a sufficient need in the renewal of dealers personnel professional skills arises. Product-trainings are considered to be the most effective method due to the world experience. This kind of training allows the dealers staff to work with new models directly, learn their peculiarities and be aware of benefits and advantages for a customer. The practice is used widely all over the world and is supposed to provide product trainings before new models are launched into the market.



It was this kind of training TOB "TGM Abel & Berger International Ukraine" provided for "Hyundai Motors Ukraine" and "Ukrainian Automobile Holding" representatives on 15 - 18 February, 2007. The Trainer-Consultant was Andrey Petrenko. About 70 employees had the possibility to compare a new Hyundai Elantra with a previous model and competitors models to practice Hyundai selling process skills.



There are two accents Hyundai focuses on: the constant improving of quality and establishing the Sales-Consultant and Customer relationships to show all the benefits of this brand for a customer.

