



TO: Sales Consultants & Sales Managers  
SUBJECT: SSI Quick Tip #2 – Introduce Sales Manager Early to Build Trust and Rapport  
Date: April 11, 2019

It's nice to feel appreciated.

Think of the last time you went to dinner and the manager came out to ask about your experience, making sure everything was cooked to your liking and that the service was exceptional. Checking on your customer is a relatively low-effort, high-impact way to show care and appreciation for their business.

***Introducing the Sales Manager early in the sales process shows your customers that their business is appreciated, and that you know they have choices.***

Your Sales Manager plays a critical role in building rapport, trust, and credibility with your customers. Your customer will feel confident that the Kia Team is committed to helping him or her select the correct Kia vehicle.

Start by introducing your Sales Manager to customers early in the sales process, either after the meet and greet or before the demo drive. Implementing this low-effort, high-impact best practice creates the 'restaurant manager' check-in appeal.

So, invite your Sales Manager to your desk or to the vehicle of interest and allow him or her to greet the customer. Specifically, the manager should:

- Deliver a warm greeting
- Shake the customer's hand
- Welcome the customer to the dealership and thank him or her for their interest and time
- Endorse you as the sales professional
- Quickly outline the sales process

Make introducing your manager a part of your process. This simple and effective step separates you from others – building rapport, trust, and credibility with your customer.

Sincerely,  
Kia Motors America, Inc.

A handwritten signature in black ink, appearing to read "Huy Ngo", with a long horizontal flourish extending to the right.

Huy Ngo,  
Senior Sales Satisfaction Manager