



TO: Sales Consultants & Sales Managers
SUBJECT: SSI Quick Tips #3 – A Perfect Delivery
DATE: April 18, 2019

Vehicle delivery is a very exciting time for any customer; it's a critical moment during the sales experience where you have the opportunity to make a great lasting impression with your customer. From reviewing the owner's manual to orienting your customer to their new Kia vehicle, it's your obligation to ensure your customer has a seamless delivery experience.

Your customer should leave the dealership feeling confident in their new Kia vehicle, the kind of confidence that leads to repeat and referral business for you.

While there are many steps to the delivery process, the five listed below are critical to complete during each and every delivery. If you master these critical steps, you'll be on your way to a perfect delivery with every customer, every time.

1. Demonstrate Audio System operation
2. Explain key vehicle safety features
3. Pair/connect *Bluetooth*®
4. Demonstrate Navigation System operation (if applicable)
5. Demonstrate the vehicle's communication system

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