Honda has an amazing history with deep philosophical roots that guides everything we do. It’s our unending goal to be a company that society wants to exist … and that’s something that differentiates us from others.

At Honda, we live by our values because we believe in them. They’re in our DNA. There is also benefit in sharing our beliefs, pride and passion with others, including the dealers who represent and sell our products.

Many dealers have asked us to help share the meaning of Honda, our history and Core Values with their teams. Our goal is to nurture the Joy of Selling because that translates to customers and the experience they have with Honda and your dealership.

We invite you to an experience we call Discover Honda: Values Driving the Future. This program has the power to deepen your team’s understanding of what makes Honda special and to build pride in the brand and in the values of your dealership.
Studies show a direct correlation between employee engagement and sales, profit, retention and customer loyalty.

Customers tell us that they have a more joyful experience when a dealer sales person shows pride in the brand.

Just do the right thing out of respect for our customers, our esteemed business partners like you and ourselves … and sales and profit will follow.

A Simple Yet Powerful Idea
Engagement Improves Everything
Pride and Joy

Honda-Representative Led Session

**Agenda**
- Honda & dealership history and values
- Developing a culture of values within the dealership
- Building pride in the Honda brand

**Session Details**
- 1-1½ hours
- Up to 20 participants (all levels, leaders & associates)
- Investment: complimentary
- Connect with your Zone Representative to schedule

Enhanced Sessions With Professional Facilitator

*Sample Agenda - customized to meet the needs of the dealership*

**Agenda**
- Honda Heritage and Dealership History (customized for the dealer)
- Developing a culture of values within the dealership (deeper dive for Leader only sessions)
- Building pride in the Honda Brand, creating JOY for your customers
- Application back on the job
- Introduction to e-learning tool for new associates and sustainment

**Session Details**
- 2-3 hours per session, customized based on the needs of the dealer
- Up to 30 participants per session, up to 3, 2-hour sessions in a single day.

**Customization**

All sessions are customized to reflect the dealership’s history, heritage, values and make up of the group. Associate sessions are 2 hours in length and focus on building pride in representing the Honda Brand, learning about Honda’s history and developing actions to create JOY for all customers.

**Investment**

- Cost: approximately $2,000 depending on group size and requirements.
- Please contact your zone representative to discuss your range of options. Format is flexible.

To learn more about these options, contact your zone representative.

To order materials, contact Amy Kahn at Advantage Performance Group. akahn@advantageperformance.com | (513) 460-1617

To find out what other dealers are saying about this program, click here.