



New Hyster Electric Regional Product Launch

As discussed during the 2009 planning sessions, the launch of the new Hyster Electric product, the E45-70XN will be conducted regionally. All Hyster Dealer Principals, new unit sales managers and new unit sales representatives should plan to attend the event. (See the map on page two for how this has been divided.) The locations and dates are as follows:

- Portland, May 11 – 12 (beginning noon on Monday, concluding 5:00 pm Tuesday)
- Charlotte, May 18 - 19 (beginning 8 am Monday, concluding noon on Tuesday)
- Philadelphia, May 20 - 21 (beginning 8 am Wednesday, concluding noon on Thursday)
- Salt Lake City, June 1 – 2 (beginning 8 am Monday, concluding noon on Tuesday)
- Houston, June 3 – 4 (beginning 8 am Wednesday, concluding noon on Thursday)
- Cincinnati, June 8 – 9 (beginning noon on Monday, concluding 5:00 pm Tuesday)

The product launch agenda will focus on the following:

- **INTRODUCTION and PERSPECTIVE**
- **WHAT'S NEW**
- **COMPETITIVE REVIEW**
- **HOW to PRESENT the NEW E45-70XN to MARKET**
- **EVALUATING THE DIFFERENCES**
- **VALUE SELLING and WORKSHOPS**
 - o Consultative Selling Insights (CSI) methodologies will be introduced by William Walker of The Walker Consulting Group. We will present the nature of consultative selling, the critical ingredients for long-term relationships, introducing critical selling skills and strategies, etc.

Complete training materials will be provided at the event. We'll be communicating frequently to the dealer sales team with the specific details for each particular location. Be on the lookout for those communications.





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Purple = Portland – May 11 & 12

Red = Charlotte – May 18 & 19

Tan = Philadelphia – May 20 & 21

Blue = Salt Lake City – June 1 & 2

Yellow = Houston – June 3 & 4

Green = Cincinnati – June 8 & 9