

Welcome to:

Enhanced Productivity



STRONG PARTNERS. TOUGH TRUCKS.™

Hyster Fortis™ Series Launch Meeting

Fall 2004

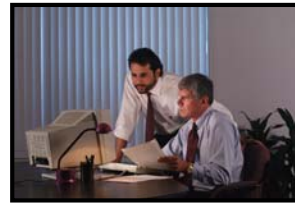
Let's Get Started

- Facilitator introductions
- Review ground rules
- Explain the "Bucket List"



Objectives

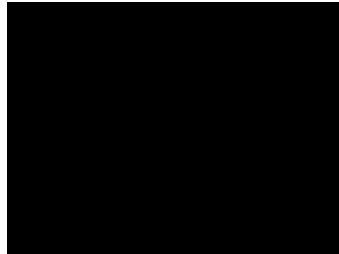
- **Key changes in the new Fortis™ truck to increase Productivity**
- **New truck's advantages vs. competition**
 - Toyota, CAT, Nissan
- **How to present the Productivity test results using the new Multimedia Sales Tool**
- **How to overcome common objections regarding Productivity claims**



Session Agenda

Productivity Breakout Session	
10 min.	Factors that Influence Productivity
20 min.	Review Productivity Test Results using the new Multimedia Sales Tool
30 min.	Improvements to Maximize Productivity
15 min.	Handling Objections Regarding Productivity
10 min.	Quantifying the Value of Increased Productivity
5 min.	Productivity Content in the New Sales Brochure

Productivity Factors



- **Video Clip – Lee Tracy**
 - Understanding Productivity

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Factors

- **Three factors influence Productivity**
(in addition to driver's skill)
 - Performance – Travel speed, acceleration, etc.
 - Uptime – Dependability, Serviceability, etc.
 - Ergonomics – Driver fatigue, operating efficiency, etc.
- **Productivity critical in a variety of applications**
 - Heavy-duty, severe operations
 - Trucks run constantly for multiple shifts
 - Short shuttle application
- **Examples**
 - Cross Docks
 - Stevedoring
 - Paper, Glass, Drywall Industries

What are the key messages on this topic?

How can you use this information to improve your sales results?

Identifying Customer's Concerns

- **Qualifying is critical**

- First, understand your customer's concerns and identify his buying motives
- Second, focus your presentation on his concerns
- Continue qualifying throughout the sales process

- **Qualifying for Productivity**

- List of sample questions in your workbook
- Review them as you prepare for sales calls



What are the key messages on this topic?

How can you use this information to improve your sales results?

Identifying Customer's Concerns

▪ Examples of Qualifying Questions

- How many shifts do you run each day?
- How many hours do you operate your trucks each year?
- How much downtime do you have with your current trucks, and how much is that impacting Productivity?
- If you could upgrade your lift trucks in any way to improve your Productivity, what would you change?
- When you think about your current trucks, what factors do you feel are limiting your Productivity?



More Qualifying Questions

- How many loads do your lift trucks move per hour?
- Have you considered the impact of your materials handling fleet on overall profitability?
- How do your current downtime costs impact your bottom line?
- Are you satisfied with the velocity of your product going in and out your facility?
- What is your total cost to operate your materials handling fleet? How has it been trending the last 5 years?
- Is the forklift a bottleneck in your operation?
- Are some of your drivers more productive than others? What do you attribute that to?
- Tell me about your materials handling costs from the perspective of pallets per day?
- There is always a rush to get product off the dock at the end of the day/week/ month. What additional lift truck costs do you associate with the “end of period” rush?
- What is your materials handling cost per pound of product shipped?

Productivity – Test Results

- Let's look at the Productivity test results
- Multimedia Tool is the best way to present the Productivity test results
- Remember:
 - Designed to be used with customers
 - You've already seen parts of the tool
 - Tool contained on CD-ROM in workbook
 - Load on your computer when you get home



STRONG PARTNERS. TOUGH TRUCKS.™

Hyster Offers You Choices (Class 4 – 4,000 to 7,000 lb.)

			
Truck:	Fortis™	Fortis™ Advance	Fortis™ Advance+
Design Objective:	Economical Purchase Price	Minimize Cost per Hour	Maximize Loads Moved per Hour
Truck Usage:	Less than 8 hrs / day	Up to 16 hrs / day	12 to 24 hrs / day
Environment:	Clean / Dry	Variable	Variable
Ramp Usage:	Minimal	Average	Frequent / Steep
Extended Drawbar Pull:	None	Moderate	Frequent
Hydraulic Attachments:	Sideshift / Fork Positioner Only	Moderate	High Attachment Usage

Productivity
Cost of Operation
Ergonomics
Dependability
Serviceability

Submenu ■ We Build A Better Truck

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



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Advantages

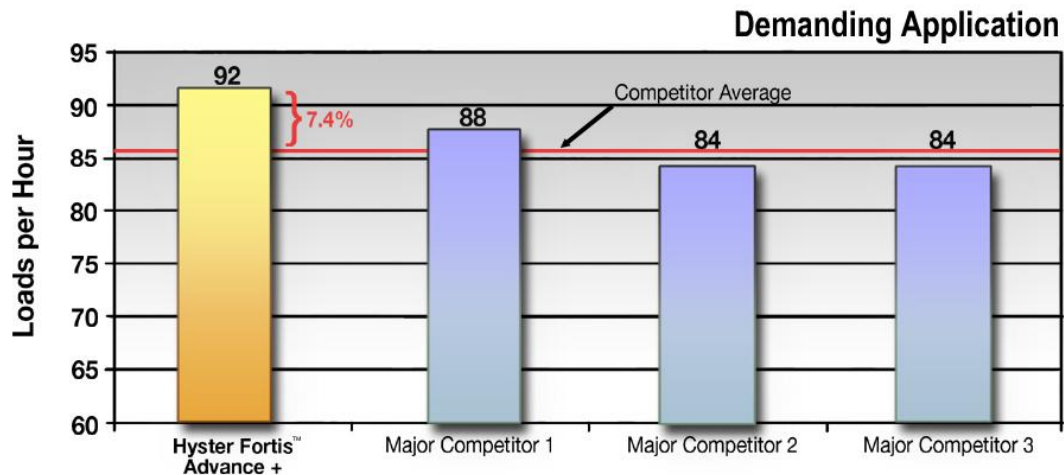
Value
Comparison

Interactive
Demo

Options

Move 7.4% More Loads per Hour

(versus Competitor's Premium Trucks)



*7.4% more loads vs. competitor average. Test results from demanding cycle

✚ Demanding Application
Test Cycle

✚ Test Results

✚ Hyster Advantage

✚ Hyster Line-Up

We Build A Better Truck ■ Advantages > Productivity ■ Page 1 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



STRONG PARTNERS. TOUGH TRUCKS.™

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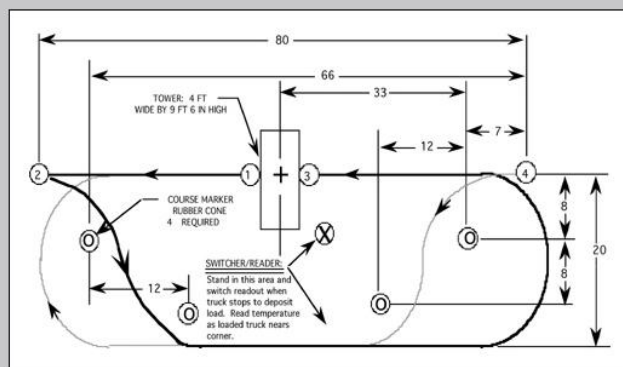
Interactive
Demo

Options

Move 7.4% More Loads per Hour

(versus Competitor's Premium Trucks)

Demanding Application Test Cycle



- Same driver
- Similar ambient conditions

Course Description

1. Pick up load at tower.
2. Travel in reverse with load.
3. Travel in forward with load.
4. Hoist and deposit load at tower.
5. Travel in reverse without load.
6. Travel in forward without load.

Test Cycle Video

We Build A Better Truck ■ Advantages > Productivity ■ Page 1 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



STRONG PARTNERS. TOUGH TRUCKS.™

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Value
Comparison

Interactive
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Move 7.4% More Loads per Hour

(versus Competitor's Premium Trucks)

Test Results – Demanding Application

CHARACTERISTIC	Fortis™	Fortis™ Advance	Fortis™ Advance+	TOYOTA	CATERPILLAR	NISSAN
ENGINE						
B) Cylinders	4	4	4	4	4	4
C) Displacement	2.0 L	2.2 L	2.4 L	2.2 L	2.5 L	2.5 L
FUEL TYPE	LPG	LPG	LPG	LPG	LPG	LPG
TRANSMISSION	Basic Electronic	DuraMatch™	DuraMatch™ Plus	1-Speed Powershift	1-Speed Powershift	1-Speed Powershift
Test Date	8/2/2004	7/29/2004	7/27/2004	7/27/2004	7/28/2004	7/28/2004
Driver	G J	G J	G J	G J	G J	G J
Ambient air temp @ start °F	66	76	82	70	69	69
Ambient air temp @ finish °F	71	84	89	78	74	74
Demanding Application: Duty Cycles Per Hour	85.7	88.5	91.7	87.7	84.3	84.3

We Build A Better Truck ■ Advantages > Productivity ■ Page 1 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?





STRONG PARTNERS. TOUGH TRUCKS.™

Advantages

Value
Comparison

Interactive
Demo

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Move 7.4% More Loads per Hour

(versus Competitor's Premium Trucks)

Line-Up: Productivity

	Fortis™	Fortis™ Advance	Fortis™ Advance+
Engine	Mazda	Mazda	GM
Displacement	2.0 Liter	2.2 Liter	2.4 Liter
Power (HP)	40.6	46.5	61.0
Torque (ft.-lbs. @ 2,600 RPM)	82	94	123
Transmission	Basic Electronic	DuraMatch™	DuraMatch™ Plus
2 Speed	N	N	Y
Auto Deceleration Systems (ADS)	N	Y	Y
Controlled Power Reversal	N	Y	Y
Auto-speed Hydraulics with Automatic Inching Control	N	N	Y
Controlled Rollback on Ramp	N	Y	Y
Throttle Response Management	N	N	Y
Extended Drawbar Pull	N	N	Y
Vehicle System Manager™ (VSM)	Y	Y	Y
Cooling System	Basic Radiator	Heavy-duty Anti-clog	Combi-Cooler
Demanding Application Loads/Hour	85.7	88.5	91.7
Intensive Application Loads/Hour	N/A	72	76.6

We Build A Better Truck ■ Advantages > Productivity ■ Page 1 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



STRONG PARTNERS. TOUGH TRUCKS.™

Advantages

Value
Comparison

Interactive
Demo

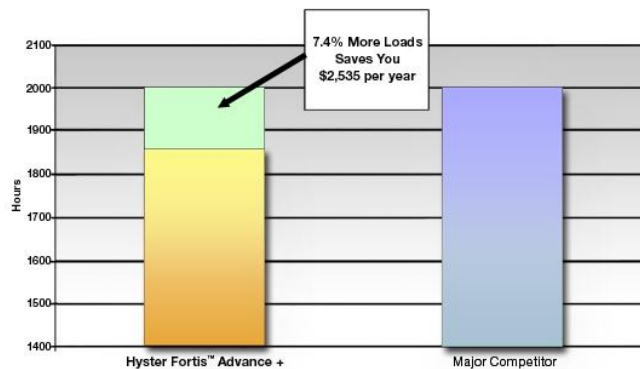
Options

Save \$2,535 on Materials Handling Costs

(versus Competitor's Premium Trucks)

Single Truck Analysis:

Save \$2,535 per year



Assumptions:
20 load movements per hour
40,000 load moves per year
\$30,000 Operator Labor Costs
7.4% Productivity Improvement

Fleet Analysis:

Reduce fleet size and cost

- Reduce your fleet by 1 truck for every 14 in your fleet
- Eliminating one truck reduces annual costs by **\$35,000 - \$50,000**

Cost savings achieved through:

- Lower truck operating expense
- Reduced labor costs
- Reduced overtime expense
- Additional savings through increased throughput and sales volumes

What are the key messages you want to share with customers?

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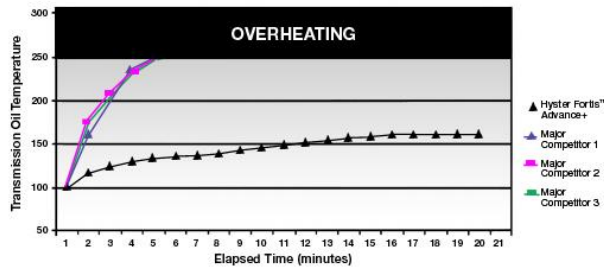
Options

Hyster Fortis™ Advance+ Keeps Running

(versus Competitor's Premium Trucks)

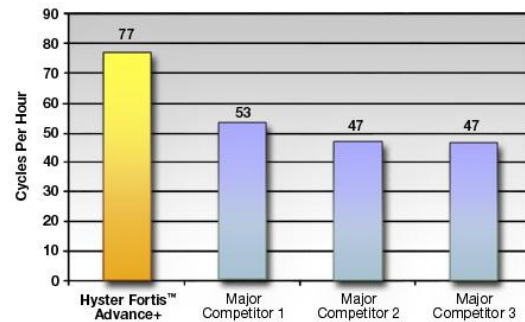
Extended-drawbar-pull Test

- Fortis™ Advance+ kept running
- Competitive trucks quickly overheated and had to stop or slow down to avoid significant damage to truck



Hyster Fortis Advance+

- Outperforms the competition in intensive applications



■ Intensive Application Test Cycle

■ Test Results

■ Hyster Advantage

We Build A Better Truck ■ Advantages > Productivity ■ Page 3 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



STRONG PARTNERS. TOUGH TRUCKS.™

Advantages

Value
Comparison

Interactive
Demo

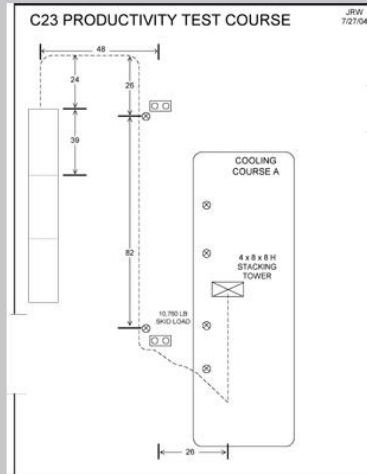
Options

Hyster Fortis™ Advance+ Keeps Running

(versus Competitor's Premium Trucks)

Intensive Application Test Cycle

Transmission Oil Temperature



- Same driver
- Similar ambient conditions

Course Description

1. Run 10 cycles of demanding duty course using 3,060 lb load
2. Simulated extended drawbar pull 82 ft on concrete
3. Carry 3,060 lb load up 10% grade for 40 feet
4. Push skid load back to original position

We Build A Better Truck ■ Advantages > Productivity ■ Page 3 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



STRONG PARTNERS. TOUGH TRUCKS.™

Advantages

Value
Comparison

Interactive
Demo

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Hyster Fortis™ Advance+ Keeps Running

(versus Competitor's Premium Trucks)

Test Results – Intensive Application



CHARACTERISTIC	Fortis™	Fortis™ Advance	Fortis™ Advance+	TOYOTA	CATERPILLAR	NISSAN
ENGINE						
B) Cylinders	4	4	4	4	4	4
C) Displacement	2.0 L	2.2 L	2.4 L	2.2 L	2.5 L	2.5 L
FUEL TYPE	LPG	LPG	LPG	LPG	LPG	LPG
TRANSMISSION	Basic Electronic	DuraMatch™	DuraMatch™ Plus2	1-Speed Powershift	1-Speed Powershift	1-Speed Powershift
Test Date	8/2/2004	7/29/2004	7/27/2004	7/27/2004	7/28/2004	7/28/2004
Driver	G J	G J	G J	G J	G J	G J
Ambient air temp @ start °F	66	76	82	70	69	69
Ambient air temp @ finish °F	71	84	89	78	74	74
Xmsn overheat / Cool-down cycles (qty)	0	0	0	7	5	5
Intensive Application: Duty Cycles Per Hour	N/A	72.0	76.6	53.0	46.7	46.7

Transmission Oil Temperature

We Build A Better Truck ■ Advantages > Productivity ■ Page 3 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

What are the key messages you want to share with customers?

How can you use this content to advance the sales process?

Productivity Improvements

- **Three basic Fortis™ Truck configurations**

- 1. **Fortis™ Truck**

- Designed to minimize cost of acquisition for moderate applications
 - 2.0L Mazda / Basic Transmission (1-speed)

- 2. **Fortis™ Advance Truck**

- Optimized for lowest hourly operating cost
 - 2.2L Mazda / DuraMatch™ (1-speed)

- 3. **Fortis™ Advance+ Truck**

- Engineered to maximize productivity in intensive applications
 - 2.4L GM / DuraMatch™, DuraMatch™ Plus (1-speed) and DuraMatch™ Plus2 (2-speed)

- **All configurations deliver superior productivity vs. previous models**



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Truck

- **Fortis™ Truck**
 - Minimizes cost of acquisition without compromising performance
- **World-Class Dependability**
 - Maximizes uptime
- **2.0L Mazda Engine**
 - Great performance for moderate applications

PERFORMANCE SPECS	
Engine HP	40.6
Max. Travel Speed	10.6 mph
Acceleration (0-44 ft.)	5.4 sec.
Gradability (full load @ 1 mph)	23.6%
Max. Drawbar Pull	4,006 lbs.

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Truck

- **Basic Electronic Transmission**

- Electronically controlled for maximum efficiency
- Smooth inching with electronic control of clutch packs
- Improved responsiveness through torque converter

- **Basic Radiator**

- Over 15% additional cooling capacity (vs. previous model)



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Truck

- **Truck Self-Protection System**

- Pacesetter VSM™ monitors 17 key truck functions
- Prevents overheating
- Protects powertrain
- Benefit – Maximizes uptime

VSM



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Truck

- **Superior Ergonomics**

- Reduces driver fatigue
 - Less heat, noise and vibration
 - Easy entry and exit
- Provides easy operation
 - Smaller steering wheel
 - Lower pedal effort
 - Improved pedal positioning
 - Optional features for driving in reverse
 - Rear-drive handle
 - Swivel seat
- Benefit – Driver more productive over entire shift



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance Truck

- **Fortis™ Advance Truck**
 - Optimized for lowest hourly Cost of Operation
 - All advantages of Fortis™ Truck
 - Smooth inching, improved responsiveness, reduced operator fatigue, effortless operation
- **Excellent Performance**
 - 2.2L Mazda engine
 - DuraMatch™ transmission



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance Truck

- **World-Class Dependability**
 - Maximizes uptime
- **2.2L Mazda Engine**
 - Excellent efficiency and power for moderate and demanding applications

PERFORMANCE SPECS	
Engine HP	46.4
Max. Travel Speed	10.6 mph
Acceleration (0-44 ft.)	4.6 sec.
Gradability (full load @ 1 mph)	29.0%
Max. Drawbar Pull	4,747 lbs.

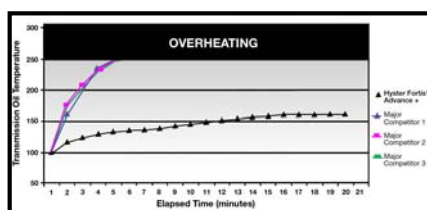
What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance Truck

▪ Combi-Cooler Heavy-Duty Radiator

- Standard on Fortis™ Advance+ Truck (optional on Fortis™ Advance Truck)
- Separate “air-to-oil” transmission oil cooler (vs. Basic)
 - Additional cooling capacity for heavy-duty applications
- Minimizes overheating
- Suited for contaminated environments
- Maximizes uptime in intense applications



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance Truck

- **DuraMatch™ transmission (1-speed)**
 - Includes all features of the basic electronic transmission
 - Electronically controlled
 - Improved Inching
 - More durable clutch packs
 - Auto-Deceleration System (ADS)
 - Automatically slows truck when driver takes foot off throttle pedal
 - Reduces brake pedal usage
 - Fully adjustable for application requirements
 - Benefit – Significantly reduces driver fatigue



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance Truck

- **DuraMatch™ transmission (cont.)**
 - Controlled Power Reversal
 - Direction changes controlled by Pacesetter VSM™
 - Reduces tire spin and conserves fuel
 - Fully adjustable for application requirements
 - Benefit – Simplifies operation and maximizes efficiency
 - Controlled rollback on ramps
 - Roll on grades limited to 3 inches per sec.
 - Maximizes control on grades
 - Benefit – Increases efficiency

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **Fortis™ Advance+ Truck**
 - Maximum performance for intensive applications
 - New 2.4L GM engine
 - DuraMatch™, DuraMatch™ Plus (1-speed) or DuraMatch™ Plus2 transmission (2-speed)
- **World-Class Dependability**
 - Maximizes uptime
- **All advantages of Fortis™ and Fortis™ Advance trucks**
 - Smooth inching
 - Auto-Deceleration System (ADS)
 - Controlled Power Reversal
 - Controlled rollback

GM 2.4L



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **E-Hydraulic Controls**

(optional on Fortis™ Truck / Fortis™ Advance Truck)

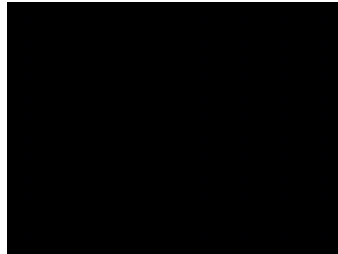
- TouchPoint™ mini-levers or TouchControl™ joystick
- Minimizes fatigue
- Reduces muscle and joint strain
- Maximizes operating efficiency
- Benefit – Drivers more productive over entire shift



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck



- **Video Clip – Lee Tracy**
 - New 2.4L GM Engine

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **2.4L General Motors Engine**
 - State-of-the-art, high-output design
 - Similar performance to previous GM engine with greater efficiency and dependability

PERFORMANCE SPECS (1 speed)	
Engine HP	61
Max. Travel Speed	10.7 mph
Acceleration (0-44 ft.)	4.4 sec.
Gradability (full load @ 1 mph)	34.2%
Max. Drawbar Pull	5,393 lbs.

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **DuraMatch™ Transmission Choices**
 - DuraMatch™ (1-speed)
 - DuraMatch™ Plus (1-speed)
 - DuraMatch™ Plus2 (2-speed)
- **DuraMatch™ (1-speed)**
 - Same transmission as Fortis™ Advance Truck
 - Auto-Deceleration System (ADS)
 - Controlled Power Reversal
 - Controlled Roll back
- **DuraMatch™ Plus (1-speed)**
 - Same features as the DuraMatch™
 - Auto-speed Hydraulics with Automatic Inching Control
 - Throttle Response Management



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck



- **Video Clip – Lee Tracy**
 - Auto-speed Hydraulics

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **Auto-speed Hydraulics**
("throttle-up on hoist")
 - Automatically increases engine speed when operating hydraulics
 - Maximizes hydraulic performance without reducing travel speed
 - Reaches high lift heights faster
- **Automatic Inching Control**
 - No operator inching required

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck



- **Video Clip – Lee Tracy**
 - Throttle Response Management

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

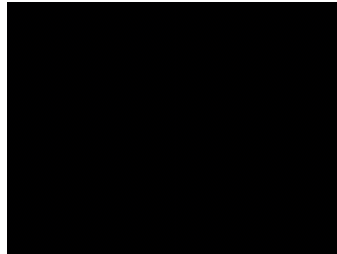
Productivity Improvements – Fortis™ Advance+ Truck

- **Throttle Response Management**
("travel speed controlled by pedal position")
 - Automatically compensates for:
 - Hydraulic operation
 - Driving on grades
 - Extended drawbar pull, etc.
 - Maintains constant travel speed
 - Fewer tasks for driver to manage
 - Benefits
 - Increases efficiency
 - Maximizes Productivity

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck



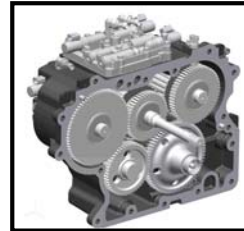
- **Video Clip – Lee Tracy**
– DuraMatch™ Plus2 Transmission

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **DuraMatch™ Plus2 Transmission (2-speed)**
 - Same features as DuraMatch™ Plus, as well as:
 - Lower 1st gear for high-drawbar-pull operations
 - Higher 2nd gear for max. efficiency on long runs
 - Industry-leading power
 - Industry best extended drawbar pull
 - Unbeatable gradability
 - Heavy-duty Combi-Cooler provides unmatched cooling capacity



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Improvements – Fortis™ Advance+ Truck

- **Return to Set Tilt (RTST) (option)**
 - Programmable set points for alignment of mast / forks
 - Default setting
 - Aligns mast to vertical, forks to horizontal
 - Optional setting
 - Align forks / attachments to specific angle
 - Example – Stacking paper rolls
 - Simplifies operation
 - Benefits
 - Increases efficiency
 - Maximizes Productivity
 - Reduces product damage



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Productivity Advantages

- **Group Discussion**

- *Which advantages do you feel will best help you sell the new truck against the competition?*



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

Key Takeaways – Productivity Advantages

- **Powerful Performance**
 - State-of-the-art engines
 - Electronically controlled transmissions
 - Superior cooling
- **Maximum Uptime**
 - World-class Dependability
 - Active system monitoring
 - Truck self-protection system
 - Fast diagnosis and easy repair
- **Superior Ergonomics**
 - Increases driver comfort
 - Reduces driver fatigue
 - Easy to operate



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

Overcoming Objections

- **Customers raise objections throughout the selling process**
 - Objections occur when you present new information or ask for a decision
- **Objections are:**
 - Requests for more information
 - “Tests” of your knowledge / selling skills
 - Misunderstandings or confusion
 - Genuine concerns
- **Customers only raise objections if they are interested in what you offer**



What are the key messages on this topic?

How can you use this information to improve your sales results?

Overcoming Objections

- **Brainstorming Session (5 min.)**
 - *What objections might you hear regarding the Productivity of the new truck?*

- **Group Discussion (10 min.)**
 - *Based on what you've learned, how can you overcome these objections?*

What are the key messages on this topic?

How can you use this information to improve your sales results?

Key Takeaways

- **Customers only raise objections if they are interested in what you offer**
- **Objections are:**
 - Requests for more information
 - “Tests” of your knowledge or selling skills
 - Misunderstandings or points of confusion
 - Genuine concerns



What are the key messages on this topic?

How can you use this information to improve your sales results?

Quantifying the Value of Productivity Improvements

- Quantifying the financial benefits of your recommendations minimizes objections
- Customer Example:
 - Customer is a bottling facility
 - Two 8-hour shifts
 - 365 days a year
 - Existing fleet
 - 35 out-dated competitive trucks
 - Trucks average 3,700 hrs. / yr.
- Current Productivity
 - 20 loads / hour (per truck)
 - 160 loads / shift (per truck)
 - 5,600 loads / shift (entire fleet)
- Your Recommendations:
 - Replace out-dated fleet with Fortis™ Advance+ Trucks

What are the key messages on this topic?

How can you use this information to improve your sales results?

Quantifying the Value of Productivity Improvements

- **Increased Productivity with Fortis™ Advance+**

Current Productivity	160 Loads / Shift (per truck)
<u>Fortis Advantage</u>	<u>+ 7.4% (add'l Productivity)</u>
New Productivity	171 Loads / Shift (per truck)

- **Customer Needs Fewer Trucks to Move Same Loads**

Total Loads / Shift	5,600 (35 trucks x 160 loads)
Loads / Shift with <u>Fortis™ Advance+ Truck</u>	<u>+ 171</u> (per truck – from above)
Total Trucks Needed	33 Fortis™ Advance+ Trucks (vs. 35 in current fleet)

What are the key messages on this topic?

How can you use this information to improve your sales results?

Quantifying the Value of Productivity Improvements

- **The “Total Value” of Increased Productivity**

- Customer needs fewer trucks and operators to move same loads
 - 33 Fortis™ Advance+ Trucks vs. 35 competitive trucks
 - Potential savings:
 - Two fewer operators saves approx. \$60,000 / yr.
 - Buying two fewer trucks saves approx. \$36,000
- Reduces capital expenses, wages and benefits
- Smaller fleet – Customer pays less overtime



What are the key messages on this topic?

How can you use this information to improve your sales results?

New Sales Brochure

- **Using the New Sales Brochure**
 - Turn to the new sales brochure in your workbook
 - Behind “Additional Resources” tab
 - Open to the section discussing Productivity
 - Let’s review the content together
- **Brochure vs. Multimedia Sales Tool**
 - Multimedia Tool always more powerful because it uses sight, sound and motion
 - But not appropriate in all situations
 - New sales brochure:
 - Presents the same fact-based selling messages
 - Uses test results to demonstrate that the Hyster Fortis™ delivers superior value
 - The brochure is a great leave-behind



What are the key messages on this topic?

How can you use this information to improve your sales results?

Key Takeaways

- **You don't have to memorize all the changes**
 - Use the new Multimedia Sales Tool
 - It puts everything at your fingertips
 - Test Results
 - Competitive comparisons
 - Advantages
 - Video clips
 - Testimonials
 - Follow up with the Brochure



What are the key messages on this topic?

How can you use this information to improve your sales results?
