



QUALIFYING THE CUSTOMER

Before submitting a quotation or performing a demonstration of a Hyster lift truck, there are many questions that need to be asked, to help you understand the customer, the application, their buying pattern and their 'hot' buttons. The following survey will assist in establishing your full knowledge of the customer and their business and allow you to 'shape' your quotation or demo to achieve the greatest impact. Note these questions are categorized in the 5 typical "buying motives" of customers: Productivity, Cost of Operations, Ergonomics, Serviceability and Dependability.

Productivity 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? _____

How many loads do your lift trucks move per hour? _____

Have you considered the impact of your materials handling fleet on overall profitability? _____

Are you satisfied with the volume of your product going in and out of your facility? _____

Do you know of any forklift bottlenecks 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 moved per day? _____

Cost of Operation Questions

Do you track the hourly Cost of Operation for the trucks in your existing fleet? _____

How does the cost of operating your current trucks compare with the expectations you had when you purchased them? _____

If you could improve any factor impacting the cost of operating your current trucks, what would that be? _____

What is your annual cost for: fuel, service parts, truck rental due to breakdown, drivers' wages and benefits, and floor cleaning because of tire marks? _____

How concerned are you with the cost of your fleet, and how do your costs compare to last year's costs? _____

What percentage of your total operating cost is generated by your materials handling fleet? _____

What is your annual budget for parts and labor? _____ What are your actual parts costs? _____

How would you rate your Cost of Operation compared to your competition? _____

What is your cost for lift truck operations (dollars per pound of product shipped)? _____

What % of your cost per pallet shipped is associated with materials handling equipment? _____

What is the total cost to operate your materials handling fleet? _____

How has it been trending the last 5 years? _____

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? _____

Ergonomics Questions

If you could improve anything about the Ergonomics or operator compartment of the trucks in your existing fleet, what would it be? _____

How important is it to you to reduce fatigue and discomfort for your lift truck drivers? _____

If we could cut your driver turnover in half, how much would that increase your Productivity? _____

What role does the operator have in the buying decision? _____

What comments do you hear from operators about the Ergonomics of your current fleet? _____

How does operator fatigue impact your overall Productivity? _____

What do you feel is the impact of Ergonomics on your bottom line? _____

Serviceability Questions

How satisfied are you with the time required to complete periodic maintenance for your current fleet? _____

What are your service technicians' biggest complaints about the Serviceability of your current trucks? _____

If you could change anything about your current trucks, to make them easier to service, what would it be? _____

How valuable would it be to make your fleet easier and faster to service? _____

What regular service items do your technicians find to be most time consuming? _____

How easy is it to access and service the Powertrain (or electrical/hydraulic systems) on your current trucks? _____

How valuable would it be to have better and faster diagnostic tools? _____

How important is it to you to reduce downtime for your fleet? _____

Dependability Questions

How much downtime do you have with your current truck(s)? _____

As you assess your existing fleet, how would you rate the overall dependability of your trucks? _____

When you look at your service records, how comfortable are you with the number of repairs you've needed to make? _____

For your current trucks, what are the most common unscheduled repairs you've had over the past 12 months? _____

How do your current downtime costs impact your bottom line? _____

Customer _____

Contact Name _____

Date of Survey _____

Never miss the opportunity to learn more about your customer before you make a proposal to them – choosing and obtaining answers to some of these questions will establish you as a material handling consultant in the eyes of your customer and greatly improve your potential for closing business.