

Welcome to:
Selling with Your New Sales Tools



STRONG PARTNERS. TOUGH TRUCKS.™

Hyster Fortis™ Series
Launch Meeting

Fall 2004

Let's Get Started

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



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Objectives

- **Understand navigation and organization of new Multimedia Sales Tool**
- **Learn how to use each path to:**
 - Accelerate the sales process
 - Maximize sales results
- **“Best Practices” for using a laptop in *Shoulder-to-Shoulder™ Selling***
- **How to use the new Streaming E-Mail Marketing Tool to:**
 - Generate qualified leads
 - Prospect for new accounts



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Session Agenda

New Sales Tools Breakout Session	
60 min.	Understanding the New Multimedia Sales Tool
20 min.	Using the New Multimedia Sales Tool in Common Selling Situations
25 min.	"Best Practices" for <i>Shoulder-to-Shoulder™ Selling</i>
5 min.	Selling with the New Sales Brochure
10 min.	Prospecting with the New Streaming E-Mail Marketing Message



New Multimedia Sales Tool

- **Designed for use with customers**
- **You've seen this tool in other breakouts**
- **In this session:**
 - Learn how to navigate within the tool
 - Explore each path in detail
 - Practice using the tool in selling situations
- **Launch the Tool**
 - Double-click "Hyster Interactive" icon on desktop



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Instructions for Modifying the Dealer PowerPoint Presentation

Locating Files for the Dealer PowerPoint Presentation

Below are instructions for locating the Dealer PowerPoint Presentation files on your computer after installing Multimedia Sales Tool.

1. Navigate to your hard drive (typically drive C)
2. Open folder "Hyster Multimedia Tool"
3. Open folder "fscommand"
4. Locate the following two files
 - HysterDealerPresentation.PPS
 - HysterDealerPresentation.PPT

The Dealer PowerPoint Presentation uses two different files. The file with the extension "PPS" is a PowerPoint presentation that is automatically displayed in "slideshow" view. The file with the extension "PPT" is required to create the PPS file described above. Generally speaking, you will customize the content of the PPT file then save another version of that presentation using the PPS extension.

Keep in mind; although these files will look similar if you open them, both are required to update and operate the Dealer PowerPoint Presentation.

Modifying the Dealer PowerPoint Presentation

Here are two general "rules" to help ensure the Dealer PowerPoint Presentation works correctly after you customize the content.

- Save your customized PowerPoint files using the same file names listed above. The Multimedia Sales Tool will only recognize these exact file names. Note: There are no spaces between words in the file names.
- Save your customized PowerPoint files in the same folder on your computer where you located the original files. The Multimedia Sales Tool will only open the presentation files if they are saved in this location.

The following are step-by-step instructions for customizing the content of the Dealer PowerPoint Presentation.

Part I – Turn off “Read-only” for Both Files (PPT and PPS files)

Note: This step must be completed prior to modifying the PowerPoint files

1. Use directions above to locate the Dealer PowerPoint Presentation files.
2. Turn off “Read-only” for HysterDealerPresentation.PPT
 - Right click on file icon
 - Choose “Properties” from menu of choices
 - Un-check the box for “Read-only” at bottom of Properties window
 - Click “OK” to close window
3. Repeat Step 2 for second file – HysterDealerPresentation.PPS

Part II – Modifying Presentation Content (PPT file)

Note: Did you complete Part I and turn off read only for both files?

4. Open the file “HysterDealerPresentation.PPT”.
5. Customize the text, images, slide order, etc., to meet your needs.
6. Save the modified presentation file in the same location and using the same name:
 - Location: C:\Hyster Multimedia Tool\fscommand
 - Name: HysterDealerPresentation.PPT
 - Note: Because you are using the same file name and location, your computer will ask if you want to “overwrite” the existing file. Choose OK.

Part III – Creating “Slideshow” Presentation (PPS file)

7. Keep the file open and choose “Save As” in the File Menu.
8. A “Save As” dialog will appear
 - Click on the down-arrow next to the “Save as type” field (at bottom)
 - Scroll down in that field and select “PowerPoint Show (*.pps)”.
9. Save the modified presentation file in the same location and using the name identified below (note the PPS extension):
 - Location: C:\Hyster Multimedia Tool\fscommand
 - Name: HysterDealerPresentation.PPS Note: Because you are using the same file name and location, your computer will ask if you want to “overwrite” the existing file. Choose OK.
10. Exit out of PowerPoint

Testing Your Customized Presentation

Follow the instructions below to confirm your modified PowerPoint presentation launches correctly from within the Multimedia Sales Tool.

1. Launch the Multimedia Sales Tool (desktop icon or shortcut in Start menu)
2. From the Main Menu, choose Path 1 – Strong Partners. Tough Trucks.
3. From Path 1 Submenu, choose “Strongest Dealer network...”
4. Click on “Local Solutions” to launch Dealer PowerPoint Presentation
5. If you correctly followed the instructions above, this will launch your modified Dealer PowerPoint Presentation.
 - If this does not work, locate the PowerPoint files you modified and confirm the following:
 - Correct location: C:\Hyster Multimedia Tool\fscommand
 - Correct names: HysterDealerPresentation.PPS and HysterDealerPresentation.PPT

Need more help? Contact the Hyster Training Department.

Selling Situation #1

- **Description**

- Meeting with a new prospect
- Operations Manager at a Bottling Company
- Fleet of Toyota trucks
- Concerned about Productivity

- **Activity**

- *What content would you present in the Multimedia Sales Tool?*
- *Write your answers in your workbook*

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What content would you present in this situation?

Selling Situation #2

- **Description**

- Already delivered your proposal for 15 Fortis™ Advance+ Trucks
- Customer has price concerns
- Toyota and CAT delivered “low ball” proposals
- Current fleet includes Hyster, Toyota and CAT
- Customer concerned about long-term Dependability but tempted by low prices

- **Activity**

- *What content would you present in the Multimedia Sales Tool to overcome the price concerns?*
- *Write your answers in your workbook*

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What content would you present in this situation?

Key Takeaways – New Multimedia Sales Tool

- **No need to memorize details**
 - Quickly find information in the Multimedia Tool
- **Numerous documents launched from within the tool**
 - Application Configurator
 - Total Value Comparison
 - Dealer PowerPoint presentation
 - PDF brochures
- **All navigation is “single-click” after launching the tool**
- **Press “M” key for Main Menu**



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What are the key messages on this topic?

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

Why Sell with a Laptop?

- **Save time and money**
 - Never again forget a sample or brochure
 - Easy access to product details and specs
- **Keep control of the call**
 - Control what the customer sees
 - Customize your presentation to customer's interests
- **Accelerate the sales process**
 - More exciting vs. brochures
 - Combines sight, sound, motion, graphics
- **Look more professional**
 - Quickly handle questions and objections
 - Visuals add credibility to your response



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What are the key messages on this topic?

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

Shoulder-to-Shoulder™ Selling

- **Techniques to help you maximize the value of a laptop presentation**
- ***Shoulder-to-Shoulder* means:**
 - Sitting side-by-side with your customer
 - Eliminating the “desk barrier”
 - Exploring your offering in a consultative fashion
- **Positions you as a consultant vs. an adversary**



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What are the key messages on this topic?

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

Shoulder-to-Shoulder™ Selling

- **Requires strong communication and presentation skills**
 - Thorough preparation
 - Good listening skills
 - Continuously qualifying the customer
 - A problem-solving attitude
 - Sensitivity to verbal / non-verbal clues
 - A balance of courtesy and assertiveness



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What are the key messages on this topic?

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

Preparing for a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

1. Practice your presentation

- Learn how the tool is organized
- Know how to find key content
- Find answers to common questions in 2-3 clicks

2. Pre-plan your call

- Set clear objectives for the call
- Identify the content you want to show

3. Keep your laptop battery charged

- Charge your laptop every night
- You may make several presentations
- Keep a power adapter in your briefcase



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What are the key messages on this topic?

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

Preparing for a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

4. Launch your presentation before the call

- Boot up laptop in customer's parking lot
- Launch your presentation
- Review the content you plan to show
- Navigate to the first screen you want to show – Typically the Main Menu

5. Put your laptop in “sleep” mode

- Choose “sleep/suspend” to save batteries
 - Typically found in “Start” menu
 - Practice “waking up” your own computer
- Enables you to “wake up” your laptop quickly
- Saves time and demonstrates professionalism

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What are the key messages on this topic?

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

Conducting a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

1. Send a non-verbal signal you may use your laptop

- **Option #1:**
Carry laptop under left arm
- **Option #2:**
Take laptop out and set to side
- Both options signal you may use your laptop



2. Observe your selling environment

- Identify light sources that may cause glare
 - Windows, overhead lights, etc.
- Point laptop away from light sources
- If needed, adjust lighting to ensure screen is readable

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What are the key messages on this topic?

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

Conducting a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

3. Find a neutral selling location

- Eliminate the “desk barrier”
- When the time is right, set up laptop in a neutral location
 - Table, credenza, etc.
- If you have to use the customer’s desk:
 - Put laptop right in front of him
 - Move chair next to customer’s
 - Or, kneel next to him at same eye level
- Conference room / empty office also works



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What are the key messages on this topic?

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

Conducting a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

4. Don’t use your laptop too soon

- Avoid this common mistake
- Build a rapport and demonstrate expertise
- Qualify the customer’s needs and concerns
- Your laptop is not the sole focus of your call

5. At the right time, use a simple transition

- “Based on what you’ve told me, let me show you an interactive presentation that will demonstrate how we can meet your needs.”
- Then, don’t hesitate – Keep control of the call
- Open your laptop and begin “wake up” process
- Stand up, carry laptop to “neutral” location

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What are the key messages on this topic?

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

Conducting a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

6. Set the stage for your presentation

- Summarize the information you will show
- Ensures customer does not feel intimidated

7. Take the lead initially

- Stay in control of the call
- Show what you feel is most important
- Focus on customer's concerns
- Avoid focusing only on your laptop
- Maintain eye contact
- Ask qualifying questions about the content you're presenting
- Keep customer involved at all costs!



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What are the key messages on this topic?

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

Conducting a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

8. Avoid reading the screen

- The customer will read on his own
- Explain how information:
 - Applies to customer's situation
 - Provides a solution to his needs



9. Point with your finger (vs. the cursor)

- Faster and easier to point out key items
- Easier for customer to see vs. the cursor

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What are the key messages on this topic?

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

Conducting a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

10. Keep the customer involved

- Turn away from laptop
 - Close the lid
 - Turn body toward customer
 - Make good eye contact
 - Talk about a key point
- Customer will appreciate chance to talk in middle of your presentation
- Continue qualifying and ask for feedback
 - Ask open-ended questions
 - Who, what, where, when, how
- Ask what customer wants to see next
 - Suggest 2-3 options
- Let the customer explore solo
 - Best way to get customers involved



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What are the key messages on this topic?

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

Ending a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

1. Agree on next steps

- Use Path 5 – Next Steps
- Identify mutual commitments
- Agree on a realistic timeframe



2. Be prepared to meet with others

- You may make presentations to others
- Don't completely shut down your computer
- Choose “sleep/suspend” and close the lid
 - Saves your battery
 - You can “wake up” your laptop quickly

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What are the key messages on this topic?

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

Ending a Sales Call – *Shoulder-to-Shoulder*™ “Best Practices”

3. Take the same steps you would at the end of any sales call

- Thank the customer for his time and interest
- Provide leave-behinds – literature, brochures, etc.
- Ask for his business card
- Send a follow-up letter the same day
 - Summarize the customer’s objectives
 - Identify next steps (dates, times, etc.)
 - Reiterate the total value offered by your dealership



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What are the key messages on this topic?

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

Shoulder-to-Shoulder™ Selling

- **Group Discussion**

- *Does anyone have questions regarding how to navigate within the Multimedia Sales Tool or on techniques for using the tool to accelerate sales?*

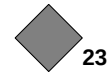
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What are the key messages on this topic?

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

Key Takeaways – *Shoulder-to-Shoulder™ Selling*

- **Preparation is critical**
 - Memorize the tool's organization to avoid embarrassment
 - Boot up laptop outside before your call
 - Choose “sleep/suspend” to save batteries
- **Don't use your laptop too early**
 - It is not the sole focus of your call
- **Keep the customer involved**
 - Show 3-5 screens at a time
 - Look for non-verbal signals
 - Frequently reestablish eye contact
 - Continue to ask qualifying questions

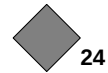


What are the key messages on this topic?

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

New Sales Brochure

- **Using the New Brochure**
 - Turn to the new sales brochure in your workbook
 - 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 the Hyster Fortis™ delivers superior value
 - The brochure is a great leave-behind



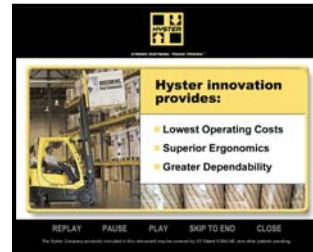
What are the key messages on this topic?

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

Streaming E-Mail Marketing Message

- **Streaming E-Mail about the new truck**
 - Generate leads with new / existing customers
- **“Teaser” message uses sound, motion, and graphics to:**
 - Pre-sell your offering
 - Pre-qualify the customer

Let's watch the Streaming E-Mail

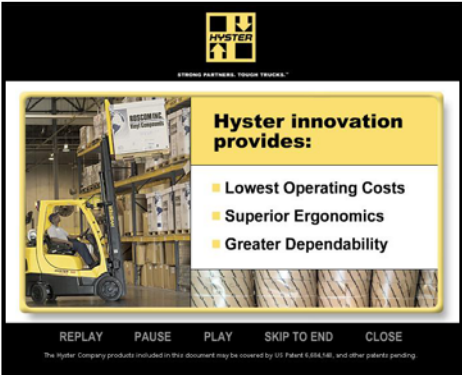


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What are the key messages on this topic?

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

Streaming E-Mail Marketing Message



Click to play the Streaming E-Mail

What are the key messages on this topic?

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

“Call–E-mail–Call” Strategy

- **Generating interest with the Streaming E-Mail**
 - This tool will help you get past the “voice-mail trap”

1. Call the prospect

- Introduce yourself
- Explain you have something new you think they will want to see
- Ask for his e-mail address
- Set a time for a follow-up to get feedback



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What are the key messages on this topic?

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

“Call–E-mail–Call” Strategy

2. Send the Streaming E-Mail message

- Send a text e-mail with a link to the Streaming E-Mail
 - See web addresses listed on next page in workbook
- Re-introduce yourself
- Position the Streaming E-Mail
 - “An exciting presentation on our new truck”
- Confirm the time for your follow-up call



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What are the key messages on this topic?

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

Custom Web Addresses for the Streaming E-Mail

To determine the correct address you should use: 1) look up the name of your dealership in the left column of the table below, then 2) highlight the web address in the right column (on same line as your Dealer name). Type this address into the text-based e-mails you send to customers. Note: Do NOT add "www" to the address.

Dealer Name	Custom Web Address for Streaming E-Mail
American Machinery, Inc.	http://go.hysterusa.com/fortis_streamingemail-haz
Arnold Machinery Company	http://go.hysterusa.com/fortis_streamingemail-ha1
Barloworld Handling	http://go.hysterusa.com/fortis_streamingemail-hax
Bohl Equipment Company	http://go.hysterusa.com/fortis_streamingemail-ha4
Deep South Equipment Co.	http://go.hysterusa.com/fortis_streamingemail-ha5
Equipco Division Phillips Corp.	http://go.hysterusa.com/fortis_streamingemail-ha7
Great Lakes Power Lift	http://go.hysterusa.com/fortis_streamingemail-ha8
Harvey & Company Limited	http://go.hysterusa.com/fortis_streamingemail-haj
Hyster New England, Inc.	http://go.hysterusa.com/fortis_streamingemail-hac
Hyster Sales Company	http://go.hysterusa.com/fortis_streamingemail-ha9
Iowa Machinery & Supply Co., Inc.	http://go.hysterusa.com/fortis_streamingemail-haa
Johnson Lift - Hyster	http://go.hysterusa.com/fortis_streamingemail-hab
Liftech Equipment Companies, Inc.	http://go.hysterusa.com/fortis_streamingemail-had
Materials Handling Equipment Co.	http://go.hysterusa.com/fortis_streamingemail-hae
McCall Handling Company	http://go.hysterusa.com/fortis_streamingemail-haf
MEE Material Handling Equipment	http://go.hysterusa.com/fortis_streamingemail-hag
MH Equipment Company	http://go.hysterusa.com/fortis_streamingemail-hah
Modern Handling Equipment	http://go.hysterusa.com/fortis_streamingemail-hai
Quality Material Handling, Inc.	http://go.hysterusa.com/fortis_streamingemail-ham
RDO Material Handling Co. (North)	http://go.hysterusa.com/fortis_streamingemail-hay
Sellers Equipment, Inc.	http://go.hysterusa.com/fortis_streamingemail-hao
Shipping Utilities, Inc.	http://go.hysterusa.com/fortis_streamingemail-hap
Stewart & Stevenson	http://go.hysterusa.com/fortis_streamingemail-har
United Lift Truck L.P.	http://go.hysterusa.com/fortis_streamingemail-hat
Van Keppel Liftruck - KS	http://go.hysterusa.com/fortis_streamingemail-hau
VBS, Inc. Material Handling Equipment	http://go.hysterusa.com/fortis_streamingemail-hav
Vicarro Equipment	http://go.hysterusa.com/fortis_streamingemail-hak
Wajax Industries Limited	http://go.hysterusa.com/fortis_streamingemail-haw

“Call–E-mail–Call” Strategy

3. Follow up with the prospect

- Call at the agreed time
- Restate key messages from the message
- Ask open-ended qualifying questions
 - “What’s your impression of the message?”
 - “What are your materials handling challenges?”
 - “When can we get together to talk about this further?”



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What are the key messages on this topic?

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

Other Opportunities to Use the New Streaming E-Mail

1. Play the Streaming E-Mail to introduce the new truck during a sales call

- Streaming E-Mail loaded onto your computer with Multimedia Sales Tool
- Desktop icon: Hyster Fortis™ Streaming E-Mail
- File location: C:\Hyster Multimedia Tool\Streaming_Email

2. Play the Streaming E-Mail when speaking to a group

- Play at beginning of the meeting
- Capture the group's attention

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What are the key messages on this topic?

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

Other Opportunities to Use the New Streaming E-Mail

3. Include the Streaming E-Mail in existing PowerPoint presentations

- Launch the Streaming E-Mail from the presentation
- General instructions
 - Insert a shape or “button” in a PowerPoint slide
 - Add a “hyperlink” using the file name and location described below
 - File location: C:\Hyster Multimedia Tool\Streaming_Email
 - File name: Hyster_Stream01.exe

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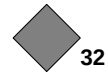
What are the key messages on this topic?

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

Target Accounts for the Streaming E-Mail Message

▪ Individual Activity

- Turn to the Target Accounts Worksheet in your workbook
- Make a list of three Target Accounts to whom you want to send the Streaming E-Mail
- For each Target Account, identify the following:
 1. *What content will they find most interesting?*
 2. *What approach will you use?*
 - *Call–E-mail–Call vs. Send e-mail first*
 3. *How will you introduce the Streaming E-Mail?*
 - *Why are you sending it, and why should the customer care?*
 4. *When will you complete this for each Target Account?*
- Take 3 minutes to complete this activity



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Target Accounts for the New Streaming E-Mail

Target Account #1: _____

What content in the Streaming E-Mail will this account find most interesting?

What approach will you use to send the Streaming E-Mail: a “Call–E-Mail–Call” strategy or sending the Streaming E-Mail first?

How will you introduce the Streaming E-Mail? Be sure to address why you are sending it and why the customer should be interested.

By when will you send the Streaming E-Mail to this account? _____

Target Account #2: _____

What content in the Streaming E-Mail will this account find most interesting?

What approach will you use to send the Streaming E-Mail: a “Call–E-Mail–Call” strategy or sending the Streaming E-Mail first?

How will you introduce the Streaming E-Mail? Be sure to address why you are sending it and why the customer should be interested.

By when will you send the Streaming E-Mail to this account? _____

Target Account #3: _____

What content in the Streaming E-Mail will this account find most interesting?

What approach will you use to send the Streaming E-Mail: a “Call–E-Mail–Call” strategy or sending the Streaming E-Mail first?

How will you introduce the Streaming E-Mail? Be sure to address why you are sending it and why the customer should be interested.

By when will you send the Streaming E-Mail to this account? _____

Key Takeaways

- **New Multimedia Sales Tool puts all truck information at your fingertips**
 - Brand and Dealer presentations
 - Application Configurator tool
 - Fact-based selling messages
 - Competitive test results
 - Total Value Comparison tool
 - Interactive Demo
 - Acquisition / support options
 - Next-step options



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What are the key messages on this topic?

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

Key Takeaways

- ***Shoulder-to-Shoulder™*** Selling positions you as a consultant
 - Gets past the “desk barrier”
 - Demonstrates professionalism
 - Builds credibility
 - Accelerates the sales process
 - Maximizes sales results



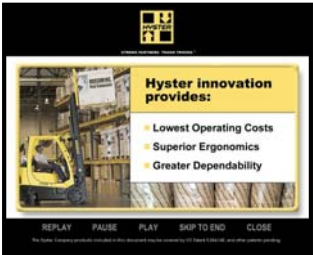
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What are the key messages on this topic?

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

Key Takeaways

- **New Streaming E-Mail Marketing Message**
 - Introduces new Fortis™ truck in an exciting presentation
 - Helps you get past the “voicemail trap”
 - Gives you a reason to contact the customer
 - Facilitates a “Call–E-mail–Call” prospecting strategy
 - Generates incoming sales leads



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What are the key messages on this topic?

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