

Ongoing Learning

The Hyster Fortis™ Series launch includes three phases: Pre-Launch Preparation, Launch and Post-Launch Reinforcement. You completed the Pre-Launch phase at your dealership before attending this Launch Meeting, when you watched the Pre-Launch Video and completed the Preparation Assignment. By attending this Launch Meeting, you have completed phase two in the process. When you return home, you will begin phase three, Post-Launch Reinforcement. This phase will continue for the next 12 months.

Phase III – Post Launch Reinforcement includes a variety of group training sessions, self-study modules and online certification tests. Below is summary of each element in this phase.

1. **Follow-up Sales Meeting** – First, your dealership will receive a Pilot Truck within a few weeks of this launch meeting. Using this truck and the “Lee Tracy DVD,” your Sales Champion will lead a follow-up sales meeting to review key advantages and innovations of the new truck. At this meeting, you’ll drive the truck and solidify your knowledge of the total value you can offer to customers.
2. **Prospecting Module** – Second, you’ll complete a prospecting training session with your Dealer sales team, to discuss target accounts for the new Fortis truck. At this session, you’ll discuss how to use the new Streaming E-Mail and create a detailed sales action plan to guide your prospecting activity and help you increase sales.
3. **Certification Test** – Third, you will complete an online sales certification test. Passing this test is a requirement for everyone selling the new Fortis truck, including all Dealer salespeople and Sales Managers. The test will be accessed through the Training Knowledge Center (TKC) on Hyster’s website. To access the test, type the following address into your web browser:

http://204.118.153.11/salestraining/HY/Quiz/FortisSalesCertification/fortis_certification.htm

Your test results will be sent back to you and your Sales Champion, so you can both celebrate your success and discuss any areas that need clarification.

4. **Follow-up Learning Modules** – Finally, you will receive follow-up learning modules every 30 to 60 days via “Streaming E-Mail”. These 10- to 15-minute self-study modules will focus on skills and techniques to help you maximize sales results. Modules will also include “best practice” audio comments from top Dealer salespeople on how to apply the new techniques in your daily selling

activities. After viewing each module, you will complete a brief online quiz (via the Training Knowledge Center, TKC), to demonstrate your understanding and completion of the module. Everyone on your sales team (salespeople and Sales Champion) is required to complete these quizzes. As before, quiz results will be sent to you and your Sales Champion, so you can compare results and celebrate your achievements. Additionally, your Sales Champion will conduct a sales meeting around each module to discuss key messages and identify action plans for implementing the techniques and growing sales of the new Hyster Fortis™ truck.

In summary, thank you for your hard work throughout the Fortis Series launch. If you have questions regarding any part of the launch process, please contact Hyster's training department.