

Sales Manager Boot Camp

An Important Program Announcement from Hyster Company – Greenville, North Carolina.



The Safe Choice

Date:

April 14th, 2008

To:

Hyster Dealer Principals,
and Sales Managers

cc:

Hyster President's Staff,
Regional Sales Mgrs,
National Account Sales
Mgrs, and Marketing
Staff

From:

Cal Tanck
VP Marketing



Program Description

This three-day intensive Boot Camp is intended for All Sales Managers within the Hyster Dealer Network and is by invitation only. Conducted at the acclaimed Peaceful Valley Dude ranch located in Colorado, it will combine classroom coursework with role play, case study activities and team building exercises with many of the best practices delivered directly by Hyster Sales Managers.

Benefits

- Understand the real work of the sales manager—integrating people and activities
- Build and maintain the right sales personnel team with performance management techniques
- Maximize your salesforce productivity by putting the right resources where the opportunities are with territory management skills
- Expand your Hyster network by working side by side with other Sales Managers from across the country.

Program Highlights

- | | | |
|-----------------------|---|---|
| June 8 th | – | Arrival and check-in |
| June 9 th | – | Welcome
Territory Management
Account Planning
Coverage Philosophy
Territory Design |
| June 10 th | – | Performance Management
Coach-Approach Techniques
Managing Change |
| June 11 th | – | Action Planning
Dealer Roundtable / Best Practice
Regional Breakout Sessions
Adjourn / Lunch |

Program Logistics

Dates: June 8th – 11th, 2008

Fee: \$995 USD

Includes:

- 3 night hotel accommodations
- All meals
- All activities
- Transportation to / from Denver International Airport

** Dealer is responsible for airfare**

Location: Peaceful Valley Dude Ranch
475 Peaceful Valley Rd
Lyons, CO 80540
(303) 747-2881

Servicing Airport: Denver International

Plan to arrive the afternoon of June 8th. Flights leaving June 11th should be booked for departing Denver International Airport no earlier than 4:30PM

Please register online by May 23rd, 2008 at:

<http://www.hysterusa.com/DealerArea/Registration>

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