

AGENDA FOR DEALER PLANNING MEETINGS

8AM – General Session – Paul L and Regional VP of Sales

9:30AM – Individual Sessions (Round Robin)

Session 1: Dealer Sales (Regional VP)

- **Market Share**
- **Rental Share**
- **Retail Availability**
- **Conquest Accts and DMNA**

Session 2: Marketing / Training (Cal Tanck)

- **Programs**
- **Jumbo Truck**
- **Warehouse**
- **Dealer of Distinction**
- **PR / Advertising / Awareness**

Session 3: Aftermarket Parts and Service (Gary B / Dave O)

Session 4: National Accounts (Brett S.)

Session 5: Hyster Capital (Bob S.)

Session 6: Hyster Fleet (Van C.)

10:30 – 10:45 Break

10:45 - Individual Sessions (Rotated)

11:45 – Lunch

12:45PM – Individual Sessions (Rotated)

1:45PM – Individual Sessions (Rotated)

2:45 – 3:00 PM Break

3:00 PM – Individual Sessions (Rotated)

4:00 PM - Individual Sessions (Rotated)

5:00PM Wrap-up