

Key Account Analysis Development

Identification

The prospect should have a competitive fleet with good Unisource coverage, perform their own maintenance, be capable of providing a 6-12 month purchase history, and have a purchasing function that can objectively review a cost analysis... not the technician. Sometimes, a purchase history can be obtained by the prospect from their current vendor.

Conversion Strategy

Dealer Responsibilities:

- ▶ Submit electronic parts list. Turn-around will be a minimum of 3 working days, and no more than 5 working days.
- ▶ If a parts list is not submitted electronically, turn-around will be a minium of 10 working days.

Select from 3types of Analysis:

1. Hyster Truck Model versus Competitor's Truck Model: Dealer/RASM provides two specific truck models (Competitor and Hyster Equivalent) via electronic list, attached to the online submission form. We compare the fastest moving compatible parts with pricing.
2. Usage List Savings Analysis: Dealer/RASM provides parts list from competitive brand, or usage list obtained from potential customer, via electronic list, attached to the online submission form. We compare OEM Pricing versus UNISOURCE Pricing within the Aftermarket.
3. Generic Savings Analysis: Dealer/RASM provides one specific competitive truck model via electronic list, attached to the online submission form. We compare fast moving parts of the truck model using OEM Pricing versus UNISOURCE Pricing of those same parts.

Hyster Provides:

- ◆ A comparison spreadsheet to you, with prices, via email, in MS Excel format. We will review the parts usage list, and cross any part numbers available.
- ◆ Upon request, an Key Account Analysis Presentation Book
This is a hardbound, multi-page, full color presentation book. It features a review of the Unisource program and includes a comprehensive parts savings analysis created from the parts usage list. This analysis displays the OEM part number, and current OEM list price, as well as the Unisource fleet price. The percentage savings of Unisource over OEM pricing are calculated.
- ◆ Regional Aftermarket Sales Manager will be available to assist in the presentation of these materials as needed.

For more information regarding Key Account Savings Analysis, please contact Aftermarket Publications via email at: publications@nmhg.com.