



PRODUCT MARKETING GUIDE

An Overview of the R30XM₂ Product Marketing Guide

The purpose of this Product Marketing Guide is to enhance your product knowledge of the Hyster R30XM₂ Order Picker and competitive offerings. The information contained within this Guidebook provides you with knowledge needed to effectively position the Hyster Order Picker as THE materials handling solution for your customers.

The following sections organize the Guidebook:

- **Section 1: Marketing Overview**
 - Marketing /Product Overview
 - Target Market Analysis
 - SIC Analysis
 - Brand Charter
 - Exploiting the Advantage

This section contains a brief overview of the market environment, product application & duty cycle, product overview, target market, top SIC markets, and strength of the Hyster brand.

- **Section 2: Marketing Literature**
 - Sales Sheet
 - Specification Sheet
 - Pocket Guide

A full-color sales sheet and specification sheet are enclosed for your reference. The literature showcases key Order Picker features and critical specifications. The section also contains an R30XM₂ Pocket Guide, which identifies and summarizes key features. A Glossary of Terms is included in this section, this 3 page reference document defines some of the engineering terminology used throughout the Product Marketing Guide.

- **Section 3: Product Presentation**
 - Hyster R30XM₂

Key product features and price list options are discussed in the R30XM₂ Power Point presentation.

- **Section 4: Product FABs**
 - Summary/Example
 - Features
 - Advantages
 - Benefits of Product

This section features a series of charts, which identify six key performance attributes of the Hyster R30XM₂ Order Picker. Each one is further detailed with a discussion of features, advantages, and benefits. This discussion enables you to structure a customer-focused presentation that addresses his/her critical needs.

- **Section 5: Competitive Review**
 - Key Specification Summary
 - Five Brands Reviewed
 - Competitive Comparison(s)
 - Hyster R30XM₂ vs. Crown SP 3020-30
 - Hyster R30XM₂ vs. Raymond OPC30TT

Learn how the Hyster R30XM₂ truck stacks up to the five other competitive models in a side-by-side comparison. A second series of summaries highlight the key advantages of the Hyster truck compared to the Crown and Raymond models.

- **Section 6: Competitive Presentation**
 - Hyster R30XM₂ vs. Crown SP 3020-30
 - Hyster R30XM₂ vs. Raymond OPC30TT

These two presentations fully detail the competitive advantages of the Hyster Order Picker compared to Crown Equipment's and Raymond's product offering.

Utilize a three-step approach to sell Hyster lift trucks: 1) diagnose your customer's need, 2) Apply knowledge learned, technical experience, and resources to solve customer's problems; and 3) Gain the customer's confidence by building a trusting relationship. This positional selling approach is essential as it creates favored placement of the Hyster R30XM₂ in your customer's decision-making process.

Good Selling!