



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.

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CERTRACX Now Available

DATE: January 20, 2010
TO: All Hyster Dealer Principals, Branch, Sales, and Training Managers & Salespeople
FROM: A. Millette
COPY: Marketing SLT, and All Regional Management Staff Managers
SUBJECT: **CERTRACX Enrollment Now Available on the TKC**

The new Hyster **CERTRACX** Sales Certification Program is now open for enrollment on the TKC. **CERTRACX** is a self-paced sales certification program that covers key areas of learning such as Hyster product knowledge, financial selling skills, value-added selling and general industry knowledge. While most of the program is completed online, there are associated workshops that will be conducted at your facility or at a nearby dealer site.



How do I get started?

Enrollment in the program requires access to the Training Knowledge Center, more commonly referred to as the TKC. The TKC is housed on the dealer web site. You can get to the TKC by logging onto the dealer web site and navigating along the left-hand menu to the Training menu option. If for some reason, the Training menu option doesn't display, or you don't see the TKC button, talk with your dealer's D3 Administrator and ask that you be activated for these web site functions.

How does CERTRACX work?

CERTRACX is laid out in an easy-to-follow Learning Path. There are three Curriculum Stages you must complete to earn the designation of a Certified Hyster Sales Consultant.

Stage 1: The Introductory / New Hire Orientation Curriculum is the foundation for **CERTRACX**. Comprised of online training modules and quizzes, this certification stage provides dealer sales people with an introduction to professional sales skills, Hyster product awareness and industry knowledge necessary to build both credibility and customer confidence in your abilities.

Stage 2: The Core Product Curriculum consists of a series of online training modules and quizzes that concentrate on four critical product areas:

1. Truck Systems & Fundamentals
2. Rider Models (Classes I, IV & V)
3. Warehouse Models (Classes II & III)
4. Competitive Models (Classes I – V)

Stage 3: The Specialization Curriculum combines instructor-led workshops with online modules and targets such issues as consultative selling, financial merchandising, and truck recommendations based on customer applications. A series of value selling online modules focus on selling to a higher level of contacts within an organization, handling objections, improving presentation skills, and employing a variety of sales tools designed to increase closure rate.

How will I know when I have completed the entire CERTRACX sales training program?

After you have completed all required online modules and workshops listed in Stages 1 through 3, you will be awarded the designation of **Certified Hyster Sales Consultant**.





CERTRACX
Self-Paced Learning Program

Become a Certified Hyster Sales Consultant

Join a WebEx Overview Session

During the first week of February we will be hosting repeat WebEx sessions to showcase a LIVE walk-thru of **CERTRACX** and to answer any questions you may have about this new program. Check your calendar for availability on any one of the following dates to learn more about **CERTRACX**.

Official WebEx invitations will go out to all dealers early next week.

Tuesday, February 2 1:00 pm Eastern Time

Wednesday, February 3 9:00 am Eastern Time

Friday, February 5 1:00 pm Eastern Time

The new Hyster **CERTRACX** program will improve your competitive advantage by developing your confidence and expanding your product knowledge base. ***Map your path to success ...*** by participating in the new Hyster **CERTRACX** Sales Certification program that supports your ability to sell and maintain the best products in the industry.

Best regards,

Amy C. Millette
Manager, Sales Training Development & Delivery

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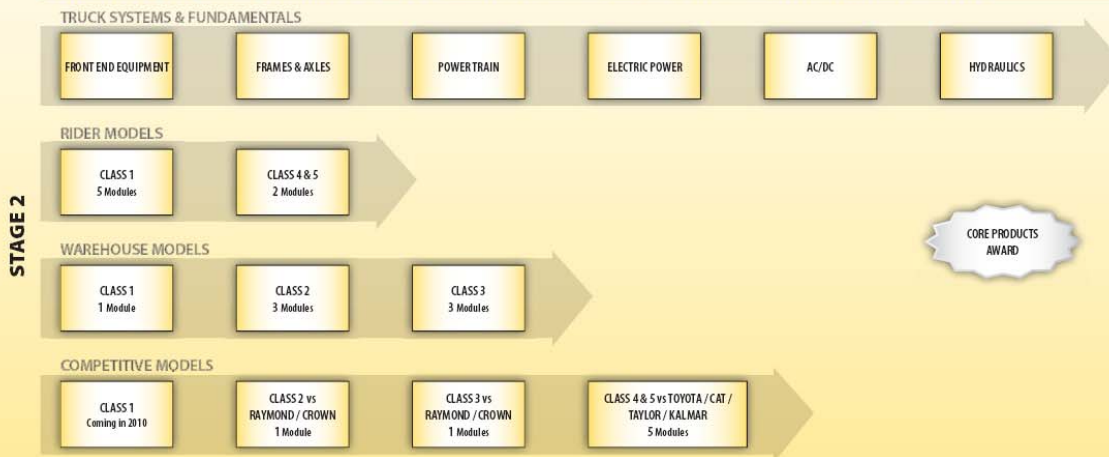
An Integrated Sales Certification and Awards Program

Map Your Path to Success

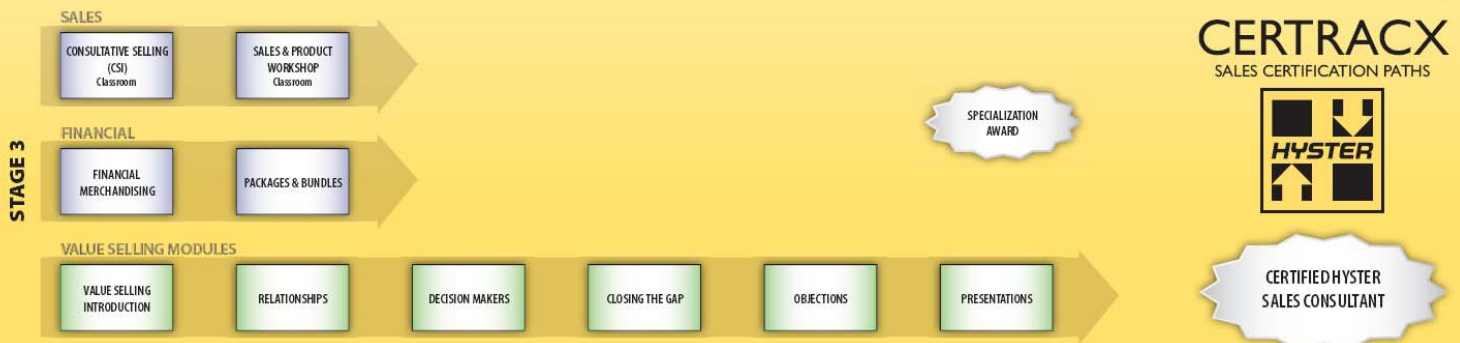
INTRODUCTORY / NEW HIRE STAGE CURRICULUM



CORE PRODUCTS STAGE CURRICULUM—Can be taken after the successful completion of the INTRODUCTORY / NEW HIRE CURRICULUM



SPECIALIZATION STAGE CURRICULUM—Can be taken after or in conjunction with the CORE PRODUCTS STAGE



CERTRACX
SALES CERTIFICATION PATHS



CERTIFIED HYSTER
SALES CONSULTANT

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