

Demonstration Guide

H80-120FT

PREPARING FOR THE DEMO

There is no greater confidence builder than knowing that you are prepared...

Begin by creating your demo plan. Identify key messages and activities that support your customer's specific buying motives. You will be limited in time, so make sure the messages are those with the highest impact and those that most directly address your customer's needs. The demo must support the recommendations you have included in your proposal, and should include demonstrable activities that illustrate the advantages of your truck over the competition. Brainstorm with your Sales Manager or with other sales personnel at your dealership to develop your plan.

Once you have your plan in place, it is essential that you practice. Take the time to step through your demo to ensure that you are comfortable with the truck and know how to communicate the value of the features you will be addressing. Many salespeople find performing dry-runs to be especially helpful. That is, they take the time to perform practice demos with their Sales Manager or other experienced salespeople to iron out the kinks and help solidify their game plan.

And finally...

Before heading out to deliver the demo you must confirm that the truck is operating properly. Be sure the performance settings are right for your customer's applications and be prepared to make adjustments through the Dash Display. Complete all pre-shift checks of lubrication, fluids, and fuel. The truck should be clean – it's important that you make a good first impression.

DELIVERING AN EFFECTIVE DEMO

Arrive at least 30 minutes early

This allows time to unload, set up and warm up the truck. It is also an opportunity to meet with the customer's operators and familiarize them with the new truck and important key features. Determine who will operate the truck: the customer's best operator, someone from your dealership such as a driver or aftermarket sales rep, or you. Keep in mind; it is always better to have a qualified driver demonstrate how to operate the truck while you explain the features of the truck and the customer benefits.

An Effective Demo Has Four Parts:

- 1. Introduction:** Remind the customer of all actions completed to date and the fact finding that you have done to understand their needs and prepare a proposal that provides the best solution. Summarize your understanding of the customer's concerns and buying motives and ask them if anything has changed so you can adjust your plan accordingly. Share your expectation that after demo completion, they will understand why your truck is the best solution for them.
- 2. Truck Walk Around:** Present your fact based selling message in an organized fashion. Cover each area of the truck in sequence describing those features that directly address your customer's problems and buying motives. Be positive and show enthusiasm and energy in your words and body language. If you are enthusiastic about the truck, that attitude will be apparent to the customer and will help make the demo stand out. Personalize the presentation by speaking directly to the customer. Use their names, maintain eye contact, and refer to their individual concerns and motivations.

Wherever possible try to create customer participation. Ask the customer open-ended questions about what they think, how they feel about the messages you are presenting, and how they could benefit from what you have to offer. Take a moment and pause between each key area to make sure that the customer understands the features you have just presented. Ask if they have any questions before you move on and address them. Limit your presentation to the time allotted and focus on the 10 to 12 most important features – those that best support your recommendations.

Use visual aides to help customers see and understand the truck's advantages. Bring a demo bag with key truck components to emphasize your points (e.g. sealed electrical connectors and o-ring face seal hydraulic fittings). Putting these components into a customer's hands is a powerful way of helping them understand the benefits of the truck. Print out color copies of charts and illustrations from the MMST to illustrate the benefits of a particular truck feature.

3. **Truck Performance Demonstration:** Once you have completed your walk around, it can be very powerful to demonstrate those key features that address your customer's specific buying motives. For example if you are demonstrating a 10,000 lb gas cushion truck and Cost of Operations is their hot button, you can demo the Controlled Power Reversal function and explain how it reduces tire wear, therefore reducing their overall cost associated with tire replacement. You can further personalize the presentation by referring to their actual tire replacement costs and calculating how much money can be saved on tire changes during a year of operation.
4. **Agreement on Next Steps:** Ideally once you have completed the above steps, you ask for the order and close the sale. However, more often than not, you will need to set a follow-up meeting or provide additional information. Gain customer agreement as to what needs to take place to move the sales process to the next step.

FOLLOWING UP TO CLOSE THE SALE

It is essential that you follow-up on the next steps identified post demo. If there is information owed to the customer, get it to them. If a follow-up meeting has been scheduled, treat it as a key selling opportunity. During this meeting reinforce positive outcomes of the demo by reviewing the key features and benefits you presented, and by emphasizing positive reactions from the customer personnel who were involved. Re-sell your recommendations and the reasons why they are the best solution for the customer. And always **ASK FOR THE ORDER**.

WALK AROUND GUIDE

H80-120FT

Preparation: There are a few things you will need to do to prepare the truck immediately before you actually demonstrate the superior design and benefits of the Hyster™ truck to your customer. *First*, elevate the forks to a level that will facilitate showing most components and the drive axle. Take steps to keep anyone from walking under the forks while they are elevated, such as placing cones or blocking the forks to prevent lowering. *Second*, turn the steering as though you were making a hard left turn. This will expose the steer axle so you can show the steering mechanism. *Finally*, remove the key and keep it in your pocket until you are ready for the truck performance demonstration. *Note:* You should practice the steps involved in moving or lowering the LPG tank, adjusting the seat, opening the hood, and removing the mat and floor plate so you will have no hesitation when you do these things in front of a customer.

▪ **If PRODUCTIVITY is the customer buying motive**

Use a statement like the following before starting the walk-around to help set the tone:

A typical 8-12,000 pound pneumatic truck application involves working outside in rough yard conditions during all weather conditions. The new H80-120FT trucks are designed with that application in mind, and are built to take it. The customer will be able to rely on his truck to do the job every day, despite the conditions, to need less maintenance, and to produce more uptime through new technology. The features that support this are: Follow the numbered features during the walk-around in sequence. The items that you should always discuss (WOW Features) during your walk-around are highlighted in yellow.

- **#1 Robust Mast** – Designed for long life and maximum uptime in demanding applications.
 - Exclusive 3° canted-roller design offers full face contact between mast flange and roller or increased durability.
 - Strong cast anchor brackets are positioned for quick, easy chain adjustments.
 - Integral sideshifter design (optional) increases lifting capacity & maneuverability.
 - **#2 Planetary Drive Axle** – Reduces the stress on driveline components.
 - **#3 Oil-Cooled Wet Disc Brakes** – Offer extremely long service life (many times longer than traditional drum brake systems). More uptime means greater productivity.
 - **#4 Tire and Wheel Options** – Wide range available to maximize capacity and productivity in any application.
 - **#5 Superior Ergonomics** – Allow operators to be more productive.
 - Swivel Seats, no-cinch seatbelt, and rear drive handle with horn button increase comfort and visibility when driving in reverse.
 - Combination/Inch Brake Pedal is extra wide for actuation with either foot.
 - Overhead Guard design provides excellent visibility.
 - **#6 Optional Integral Cab** – Maintains an optimal working environment for the operator.
 - Heater/defroster/ventilation system with air filter.
 - Front and rear windshield wipers and washers maintain visibility, even in poor weather.
 - Additional soundproofing and provision for installation of a two-way radio to ease communication and increase operator efficiency.
 - **#7 Advanced Electronic Controls** - Continuous fault monitoring and on-board diagnostics result in greater uptime, and many systems can be programmed through the dash display to optimize performance and increase productivity.
 - **#8 Severe Duty GM V6 Engine** – (Standard) superior power, torque and fuel efficiency.
 - **#9 Cummins 4.5 L Diesel Engine** – Power, low speed torque, low smoke level, and durability.
 - **#10 Patented DuraMatch™ 2 and DuraMatch™ Plus 2 Transmissions** – Provide features like ADS and extended drawbar pull that increase productivity.
 - **#11 Hydraulic System** – Optimized to run high-flow multifunction attachments such as clamps and rotators.
 - **#12 E-hydraulics** – (Optional) offer customized performance settings and allow precise placement of loads with minimal effort and increase productivity.
 - **#13 Super Cooling System** – Ensures constant operation without fear of overheating.
 - **#14 HSM™ Stability System** – Contributes to fast cycle speeds and stable load handling and is 100% maintenance free.
-

- **If COST OF OPERATIONS is the customer buying motive**

Use a statement like the following before starting the walk-around to help set the tone:

Through innovations in product design, the H80-120FT will achieve increased uptime, lower maintenance costs, and higher productivity, yielding a lower cost per hour of operation to the customer. The features that support this are: Follow the numbered features during the walk-around in sequence. The items that you should always discuss (WOW Features) during your walk-around are highlighted in yellow.

- **#1 Capacity and Drive Train Options** – Ensure that you buy the right truck for your applications.
- **#2 Robust Mast** – Designed for long life and minimum maintenance in demanding applications.
 - Exclusive 3° canted-roller design offers full face contact between mast flange and roller to resist twisting loads and impacts.
 - Rigid cast steel cross members increase the life of rolling hardware.
- **#3 Planetary Drive Axle** – Reduces stress on components and extends service life, particularly in high-cycle, short shuttle applications.
- **#4 Hydraulic Accumulator** – (Optional) absorbs shocks in the mast system, extending chain and cylinder life, and protects your loads from damage.
- **#5 Michelin XZM Radial Tires** – Provide extended life with strong resistance to wear and excellent ride quality. This reduces tire replacement cost per operating hour, as well as the cost of product damage.
- **#6 Solid Shaped Pneumatic Tires** – (Two versions available) offer resistance to tire damage and improved wear over conventional bias ply tires.
- **#7 Oil-Cooled Wet Disc Brakes** – Reduce the cost of periodic shoe and lining replacements. They are self-compensating and eliminate periodic adjustments.
- **#8 Superior Ergonomics** – Enhance operator productivity and reduce operating costs.
- **#9 Optional Integral Cab** – Maintains an optimal working environment for the operator.
 - Heater/defroster/ventilation system with air filter.
 - Front and rear windshield wipers and washers maintain visibility, even in poor weather.
 - Additional soundproofing and provision for installation of a two-way radio to ease communication and increase operator efficiency.
- **#10 Advanced Electronic Controls** – Ensure long operating life before major service is required.
- **#11 Severe Duty GM V6 Engines** – Stellite coated valves and hardened valve seats to resist wear in high heat and heavy duty applications.
- **#12 Cummins 4.5 L Diesel Engine** – Improved airflow and even fuel dispersion results in a responsive engine with reduced fuel consumption. 500 hour service intervals reduce the frequency and cost of maintenance.
- **#13 Patented DuraMatch™ and DuraMatch™ Plus 2 Transmissions** – Provide features that extend tire life by 50% and increase the life of drum brakes by up to 60%.
- **#14 Extended Service Intervals** – Reduce parts replacements and service costs. (transmission, hydraulic, and cooling)
- **#15 Hydraulic System** – Designed to reduce your costs with O-ring Face Seal fittings and superior filtration.
- **#16 Super-duty Cooling System** – Ensures extended operation intervals and avoids damage due to chronic overheating.
- **#17 HSM™ Stability System** – Contributes to fast cycle speeds and stable load handling and is 100% maintenance free.
- **#18 Steer Axle** – Resists damage from impact and debris and reduces maintenance requirements.

- **If DEPENDABILITY is the customer buying motive**

Use a statement like the following before starting the walk-around to help set the tone:

A typical pneumatic application involves working in rough yard conditions, in all weather. The new H80-120FT trucks are designed with that sort of application in mind, and are built to take it. The customer will be able to rely on this unit to do the job every day regardless of conditions, while requiring less maintenance and producing more uptime. The features that support this are: Follow the numbered features during the walk-around in sequence. The items that you should always discuss (WOW Features) during your walk-around are highlighted in yellow.

- **#1 Robust Mast** – Resists wear and has minimal deflection even with rated capacity loads, off-center loading, and high attachment usage.

- **#2 Planetary Drive Axle** – Reduces torque loads on components throughout the axle, improving service life of ring and pinion gear, differentials and axle shafts.
- **#3 Oil-Cooled Wet Disc Brakes** – Greatly extend brake service life and eliminate brake fade and overheating.
- **#4 Drive/Steer Tire Options** – Available to provide the right combination of ride quality, resistance to wear, and resistance to damage for any application.
 - Pneumatic Shaped Solid tires provide a balance of ride quality and extended tire wear while avoiding punctures.
 - Michelin XZM tires provide superior ride quality and traction, extended wear and reduced rolling resistance.
- **#5 Advanced Electronic Controls** – Designed to reduce the incidence of failures.
 - Solid state electronics and hall-effect sensors instead of switches.
 - Sealed electrical connectors protect connections from environmental contaminants. Trucks are power-washable.
- **#6 Severe Duty GM V6 Engine** – Stellite coated valves and hardened seats to extend service life, particularly in high heat and continuous duty applications.
- **#7 Cummins 4.5 L Diesel Engine** – Designed for higher duty cycle and horsepower applications, which results in increased durability.
 - Forged steel crankshaft, connecting rods, pistons and gear train.
 - Directed piston cooling maintains even cylinder temperatures and extends engine life.
 - Edge-molded gaskets prevent oil leakage.
- **#8 Patented Electronically Controlled Transmissions** – State of the art clutch packs use new friction materials, are 22% thicker, and have larger surface area. Patented electronic controls improve the performance of the transmission and increase durability.
- **#9 Wire Routing and Hydraulic Plumbing** – Designed for protection from chafing and heat.
- **#10 Hydraulic System** – Designed for leak-free operation. Hoses are sized for low restriction, and hydraulic flow and pressures are designed for attachment installations. Designed for leak-free operation over an extended service life.
- **#11 Super-duty Cooling System** – Ensures heat management and lower operating temperatures. Anti-clog radiators are standard.
- **#12 HSM™ Stability System** – Operates without the complexity of special sensors, wiring, or controllers.
- **#13 Steer Axle** – Protects the steer cylinder from damage. Use of tapered roller bearings and adjustment-free linkage promote long life and reduce maintenance.

▪ **If SERVICABILITY is the customer buying motive**

Use a statement like the following before starting the walk-around to help set the tone:

The new Hyster H80-120FT truck has been designed with innovations in product design to achieve increased uptime and lower maintenance costs. Continuous fault monitoring and sophisticated self-diagnostics help make it the easiest truck to service. The features that support this are: Follow the numbered features during the walk-around in sequence. The items that you should always discuss (WOW Features) during your walk-around are highlighted in yellow.

- **#1 Sealed Mast and Carriage Roller Bearings** – Require no lubrication or periodic shimming and have a very long service life. Lift chain adjustment points are readily accessible.
- **#2 DIN-standard Hub-piloted Arrangement for Wheel and Tire Attachment** – Simplifies tire installation and means that wheel nut retightening is kept to a minimum.
- **#3 Drum Brakes** – (Standard) can be serviced without the need to disassemble the drive axle planetary gear set.
- **#4 Oil-Cooled Wet Disc Brakes** – (Optional) require no adjustments and have an extremely long service life. The combination of ADS and wet-disc brakes can reduce brake maintenance needs by 80% or more.
- **#5 Advanced Electronic Controls** – Make the truck easier to service.
 - The use of CANbus wiring reduces the complexity of the electrical system.
 - Continuous fault monitoring detects developing problems before major failures can occur.
 - On-board self-diagnostic capabilities minimize diagnostic time and prevent unnecessary parts swapping.
 - The LCD dash display simplifies service. The dash display and electronic system allow adjustment of truck functions and display of service information without the need for handsets, cables or laptops.
- **#6 85° Hood Opening Angle and Removable Floor Plate** – Provide full cowl to counterweight access for easier service.
- **#7 Optional Integral Cab** – Doors are easily removed and have self sealing quick disconnect fittings for the integral heater/defroster. Cab controls and wiring for the ventilation system, wipers, and lights are integrated into the continuous fault monitoring and self-diagnostic systems of the truck.
- **#8 Key Maintenance Items** – Located for easy accessibility and routine service procedures are easy to perform. Consequently, the truck has the best SAE-based service index among all major brands.

- **#9 Isolated Powertrain** – Three rubber isolators are used to support the engine and transmission. A U-joint between the transmission and drive axle simplifies service access.
- **#10 4.5 L Cummins Diesel Engine** – Designed for easy serviceability.
 - 500 hour service intervals reduce the frequency and cost of maintenance.
 - Edge-molded gaskets used in the engine reduce oil usage.
 - The Cummins B series engine family is used on Hyster™ trucks up to 36,000 pounds capacity, which translates into great parts availability and easy access to service support.
- **#11 Patented DuraMatch™ 2 and DuraMatch™ Plus 2 Transmissions** – Designed for exceptional durability to reduce service needs.
- **#12 Hydraulic System** – Located on the cowl for easy access and away from heat sources to reduce service needs. Superior filtration and reduced hydraulic temperatures allow extended hydraulic system service interval of 4000 hours.
- **#13 Super-duty Cooling System** – Resists the buildup of airborne debris and prevents overheating. Available radiator lint screen is easily removed and cleaned.
- **#14 HSM™ Stability System** – Contributes to fast cycle speeds and stable load handling without the need for sensors, wiring, or electronic controllers. The system is 100% maintenance free.
- **#15 Steer Axle** – Resists damage from impact and debris, and requires only minimal maintenance. The steering cylinder can be resealed without removal from the axle frame, which simplifies service and reduces costs.

▪ **If ERGONOMICS is the customer buying motive**

Use a statement like the following before starting the walk-around to help set the tone:

On the new H80-120FT, operator comfort is exceptional with or without a cab, and the operators enjoy driving them throughout the shift, regardless of weather or yard conditions. A comfortable operator works more efficiently over the length of their shift and makes the most of the truck's increase in productivity. The features that support this are: Follow the numbered features during the walk-around in sequence. The items that you should always discuss (WOW Features) during your walk-around are highlighted in yellow.

- **#1 Robust Mast** – Designed for durability in demanding applications and for enhanced visibility.
 - Low cowl and free-lift cylinder enhance operator visibility of the fork tips when engaging loads.
 - Lift cylinders are mounted behind the mast channels, and hoses are routed to provide optimum visibility.
 - Tilt cylinders are mounted below the operator compartment floor to protect the cylinders from damage and to enhance foot room.
- **#2 Oil-Cooled Wet Disc Brakes** – No brake fade reduces pedal effort. There is also no brake squeal.
- **#3 No-Cinch Seat Belt** – Allows the belt to move in or out while driving, but secures the operator when necessary.
- **#4 Rear Drive Handle with Horn Button** – (Optional) provides a convenient place for the operators hand when driving in reverse.
- **#5 Swiveling Full-suspension Seat** – (Optional) provides high levels of comfort and visibility.
- **#6 Optional Integral Cab** – Maintains an optimal working environment for the operator.
 - Front and rear windshield wipers and washers maintain visibility.
 - Integral heater/defroster/ventilation system with a serviceable air filter.
 - Gas-spring-assisted doors open wide for easy entry and exit on both sides of the truck.
 - The doors and rear window have slide-open windows for ventilation. Doors are also easily removed.
 - Operator cooling fan and interior dome light.
 - Improved operator foot room and entry/exit.
- **#7 Operator Step with Traction Insert** – Ensures proper footing and easy entry and exit from both sides of the truck.
- **#8 Insulated Floor Mat and Engine Covers** – Reduce heat radiating from the truck and into the operator compartment.
- **#9 Insulated Operator Compartment and Isolated Components** – Reduce noise and vibration.
- **#10 Infinite Position Tilt Steering Column and Positioning of Controls** – Reduce effort and muscle fatigue.
- **#11 Small Steering Wheel** – 12" steering wheel with a spinner knob and only 4 turns lock-to-lock is standard. A 12" wheel without the knob is optional at no charge.
- **#12 Easy-to-read Operator Display** – Positioned for comfortable viewing and backlit for a clear view in all light conditions. All truck controls are within easy reach of the operator's position.
- **#13 Overhead Guard** – Bar on edge design provides excellent visibility.
- **#14 Combination Inch/Brake Pedal** – Extra wide for actuation with either foot. Pedal position reduces operator effort and fatigue. Pedal effort has been reduced by 15% from previous models.

- **#17 Patented DuraMatch™ 2 and DuraMatch™ Plus 2 Transmissions** – Adjustable auto deceleration reduces brake usage and brake pedal effort. DuraMatch™ Plus 2 transmissions reduce operator effort because of auto speed hydraulics.
 - **#18 E-hydraulic Controls** – Allow precise, fingertip control of all hydraulic functions. They reduce operator fatigue while greatly increasing his performance and accuracy.
 - **#19 HSM™ Stability System** – Allows full articulation over uneven surface and enhanced lateral stability when needed for operator comfort and load cushioning.
 - **#20 EZXchange™ LP Tank Bracket** – Allows quick and easy tank replacements.
-

The following is a list of additional (WOW) features that should be included in all walk-around demonstrations regardless of buying motive. You will need to put these features in systematic order with the buying motive feature list pertaining to your customer's qualifications. If a feature below is already listed within your customer's buying motive feature list, you do not need to repeat it.

- **Planetary Drive Axle** – Reduces the stress on driveline components and increases durability.
- **Oil-Cooled Wet Disc Brakes** – Offer extremely long service life. More uptime means greater productivity.
- **Superior Ergonomics** – Allow operators to be more productive.
- **Optional Integral Cab** – Maintains an optimal working environment for the operator.
- **Advanced Electronic Controls** - Continuous fault monitoring and on-board diagnostics result in greater uptime, and many systems can be programmed through the dash display to optimize performance and increase productivity.
- **Cummins 4.5 L Diesel Engine** – Power, low speed torque, low smoke level, and durability.
- **Patented DuraMatch™ 2 and DuraMatch™ Plus 2 Transmissions** – Provide features like ADS and extended drawbar pull that increase productivity.
- **Hydraulic System** – Optimized to run high-flow multifunction attachments such as clamps and rotators, and designed to lower operating costs.
- **Super-duty Cooling System** – Ensures constant operation without fear of overheating.
- **HSM™ Stability System** – Contributes to fast cycle speeds and stable load handling and is 100% maintenance free.

Hyster is a trademark of Hyster Company. Fortis and Monotrol are registered trademarks of Hyster Company.
Copyright © 2006 Hyster Company.

GM is a registered trademark of General Motors Corporation. Michelin is a registered trademark of the Michelin Group. Cummins is a registered trademark of Cummins, Inc.