



Keeping your sales team up to date with the **latest sales techniques and product information** is key to continuously increasing their productivity. The Hyster Aftermarket Sales & Product School is designed to **educate and motivate** Individuals - whether they are new to the industry or a seasoned veteran - to make a difference when they return to their territories.

Highlights

- Suppliers presentations on their latest products and new technologies impacting our industry
- Interactive skill-building sessions on Key Account Development, Selling Strategies, Handling Objections, *and more...*
- Facilitated hands-on truck evaluation activities
- Team-based activities for networking and peer-to-peer learning



Click to view the complete Agenda

There is no registration fee for this program.
You must register to reserve your seat.

What's Covered: Daily breakfast (provided by the hotel), all lunches, breaks, two (2) dinners, all training supplies and materials, daily transportation between the hotel and meeting facility. Dealer pays hotel, transportation, airport shuttle, and any additional meals.

Cancellations and No-shows: Confirmed registrations cancelled on or after March 31, 2011 or any no-shows will be charged a \$350 cancellation fee. Substitutions are welcome anytime prior to the start of the event.

REGISTER NOW!

What Past Attendees Say

"Quite often I felt left in the dark being the only ASR in my company. You opened my eyes to lots of tools and contacts and resources. I'm excited to go back and start expanding my company's parts and service sales and Beyond!"

"The program was one of the best structured and organized programs I've attended."

"I was surprised by the quality of all the presentations. I've been in the forklift industry for 12 years, but I learned a lot in the last 4 days."

"The course was very educational and interactive. I really enjoyed the direct ship company presentations as well as my classmates. As a sales person, it is nice to know that I have a network of support behind me."



For more information about this or other training programs, contact the Hyster Training Department at 252-561-7086 or email Kristin Olson at kristin.olson@nmhg.com