

DEALER MARKETING MEETING

Agenda

Connecting the Dots
March 21, 2011

7:30AM BREAKFAST

8:00AM INTRO/WELCOME

8:20AM 2011 STRATEGIC FOCUS

We will start out the day with a review of the 2011 strategic direction of Hyster, including industry segmentation, branding, as well as media and PR. Further, we will introduce the new dealer business plan site. This new tool will help dealers and Hyster to manage strategies and goals collaboratively. Lastly, Hyster is offering many marketing programs to support dealers to reach 2011 goals. A program review and take-away catalog will be presented during this session.

9:45AM - BREAK

10:00AM HOW DOES NMHG UTILIZE A TARGET MARKET APPROACH-INTRO TO WAREHOUSE PLAN

10:30AM INTRODUCE NEW DEALER AND CUSTOMER PORTAL

11:00AM WEB-STRATEGY, INCLUDING SOCIAL NETWORKING

A well planned digital-strategy and execution can be your most powerful marketing and sales tool. Learn how you can get more out of your web-site in generating, attracting customers and keeping their attention efficiently with customers about specials and promotions. We will also dive into the vast world of Social Media. What is available, when is a good time to get in, what does my dealership need to prepare for Social Networking?

12:00PM - LUNCH & LEARN

1:00PM CUSTOMER SEGMENTATION BY TERRITORY (Overview of SST)

Beginning with an industry analysis (size and trends), we will lead you through the customer segmentation process by territory. The goal is to paint a clear picture of who the customer is (what industry), what their needs are, and what competencies the dealership has -or will have to develop- to meet these needs.

1:30PM DEVELOPING MESSAGES FOR INDUSTRIES

Join our Industry Managers for an interactive workshop session on crafting industry focused marketing communications. From capturing the attention of your audience to the specific call for action, we will discuss -and use- the 7 step process that will guide you to an industry message that sells.

3:00PM - BREAK

3:15PM HOW DO MARKETING PERSONNEL ASSIST SALESPeOPLE IN TARGETING WIN CUSTOMERS? (workshop/group exercise)

Marketing plays a pivotal role in making sure that the entire organization is focused on targeting customers. Database management, communications / messaging (web, print, radio, etc.), literature (sales, tools), direct marketing (email, mail, telemarketing), events (shows, open houses, customer appreciation celebrations) are only a few areas where marketing supports the sales team in targeting WIN customers.

4:15PM CLOSING COMMENTS, EVALUATIONS, DISCUSS QUARTERLY WEBEX TOPICS

5:00PM - CONCLUDE

