



Industry Exploration

A CERTRACX Sales Certification Program

Launching June 2011

*They talked...
...We listened*

*The Industry Exploration program
was created by Hyster for Hyster.*

During our research we interviewed dozens of Hyster dealer sales professionals and other materials handling experts to get their unique insights, expertise, and advice.

The new **INDUSTRY EXPLORATION CERTIFICATION PROGRAM** takes an in-depth look inside seven industries identified as key targets for materials handling sales:

- Food
- Bottling and Beverage
- Light Manufacturing
- Heavy Manufacturing
- Paper and Lumber
- Warehouse and 3PLs
- Transportation and Freight Forwarding

After completing the modules in the industry track, participants receive an Industry Specialty Certification.



Before you can take any modules in the new Industry Exploration Program, you have to complete the **CERTRACX Certified Sales Consultant** curriculum.

Log into the TKC today to enroll in and complete this extensive program so you'll be ready to dive into the Industry Exploration Program when it launches this summer.



*Click here to watch an excerpt from
some Best Practice modules*

Hear advice from top dealer salespeople

As part of the **Industry Exploration** program, we interviewed top salespeople in the Hyster dealer organization to get their first-hand observations and success stories about selling into each target industry.

The Best Practices module within each industry track lets you hear their voices as they share advice and tips for success. The modules weave these stories into a narrative about the broader sales process from prospecting and qualifying, to handling objections, presenting solutions, and closing the sale.

For more information about CERTRACX certification or other sales training programs contact:

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