



Fortis® Event



DAY ONE AGENDA (Wednesday)

- 8:00 – 10:00 am** Hyster team makes final preparations (check truck settings, set-up sound system, demonstration areas and set test cycle)
- Dealer team sets up Registration/crowd control responsibilities and Account Managers work phones with invited customers
- 10:00 am** DEALER TRAINING COMMENCES
- Power Point selected from -
- MARKET OPPORTUNITY
Market and market Trends
Dealer market and importance to Account Managers
Reasons for Event - Toyota - you can compete
- THE FORTIS SUCCESS
Brief review of testing at development/introduction
History and performance to date -
Units sold, hours logged, warranty record
Some major success references
Maintenance opportunity (SCMP)
Ownership Lists
Local success review
- REVIEW SUPPORT MATERIALS
Competitive Comparison material
Storyboards and Demo cards
Reference Fortis Brochure, MMST, Audio and electronic data bank
Review Caterpillar 8000lb information
Review Toyota 8 pneumatic
- SELLING A PREMIUM PRODUCT
Feature Comparison - price and benefits
The Fortis Advantage powerpoint
Demonstrating Advantage
- 12:15-1:00 pm** LUNCH (provided by Dealership)
- 1:00 – 2:00 pm** PRICE COMPARISON TOOL AND WORKSHOP
Review and practice tool use.
- REVIEW HANDOUT (Note materials are common for Day 1 and Day 2)
Product Brochures (available from Dealership at Event)
Hyster Test Report
Competitive Rating Cards (rating to be done as product/demo reviews conducted)
Parts Price Comparison
Fortis Ownership List and "quotes" from some customers
Survey Form

2:00 pm

Move (if necessary) to Demonstration area.

HYSTER v TOYOTA 8 (DRIVE)

Brake and Start efficiency comparison test on Hyster and Toyota cushions - followed by discussion on uptime/cost saving implications. Trucks driven by member of Hyster team. Parts comparison table to be reviewed. Pre-set cycle driven with S50FT, Toyota Series 8, H80FT and GP40K. Hyster M/C makes comments leading to uptime/cost of operation discussions and referencing Value Index considerations for attendees.

HYSTER v TOYOTA 8 (STATIC)

In depth review of ALL features and benefits, with presentation by Hyster, aimed at full disclosure for dealers. Continual emphasis on competitive significance in attendee completion of Value Index Cards.

HYSTER v CATERPILLAR (STATIC)

In depth review of ALL features and benefits, with presentation by Hyster, aimed at full disclosure for dealers. Continual emphasis on competitive significance in attendee completion of Rating Cards.

TAKEAWAYS FOR DEALERS

Clipboard kit - as customer kit plus Storyboard and Demo Cards

LEAVE BEHINDS BY DEALERS

Copy of completed Value Index worksheet.

RIDE and DRIVE by DEALER PERSONNEL

4:00 pm

Dealer Account Managers work phones with invited customers
Review meeting Hyster/Dealer team (review preparation for Day 2)