



Fortis® Event



ITC CUSTOMER EVENT AGENDA (One Day)

Presentation and comparison by Hyster personnel followed by the opportunity for dealer Account Managers to be at the trucks with their customers. Note: the comparison portion is a fair presentation of information on Hyster and Competitor trucks – it is not a sales presentation; however the Hyster Team will be able to assist the Dealer Account Managers with their customers, immediately following the presentation, as needed.

8:30 am WELCOME DESK/DEALERSHIP TOUR? (Dealer Team)

10:00 am WELCOME INTRODUCTION by Dealer Principal
Build on Hyster dominance in counterbalance
Success of ITC Events and Fortis product to date

REVIEW RATING CARD (Hyster M/C)
Blow up card on easel. Hyster M/C establishes value of this tool to customers.
Hyster M/C briefly covers Test Reports and Parts Price Comparison material

HYSTER v TOYOTA 8 and HYSTER v CATERPILLAR (Hyster Team Driving)
Pre-set cycle driven with S50FT, Toyota 8, H80FT and GP40K - Hyster M/C to point out uptime/cost savings implications. Parts comparison table to be in view of attendees.

HYSTER v TOYOTA 8 (STATIC)
Major features compared in the Dependability, Cost of Operation, Productivity, Ergonomics and Serviceability buckets. Hyster M/C to continually point out implications for cost savings and uptime improvement as well as considerations the customers should be making in filling out their Value Index cards.

HYSTER v CATERPILLAR (STATIC)
Major features compared in the Dependability, Cost of Operation, Productivity, Ergonomics and Serviceability buckets. Hyster M/C to continually point out implications for cost savings and uptime improvement as well as considerations the customers should be making in filling out their rating cards.

TAKEAWAYS FOR CUSTOMERS
Binder with Hyster support documentation
Their personal Value Index card.

LEAVE BEHINDS BY CUSTOMERS
Completed survey form for Dealer.

WRAP UP (Dealer Principal)
Dealership Commitment to include possibly – Parts on shelf
Back up rental equipment support, Fully trained staff, Certified Technicians, Stock on hand and on order, Specialist resource.

12:00 pm BBQ LUNCH

12:00 pm OPPORTUNITY TO RIDE AND DRIVE (12.00 to 1.30 pm approx.)
Hyster support for Dealer on other Hyster Equipment on display

1:30 pm (appx) EVENT CONCLUDES