



Warehouse Event



DAY ONE AGENDA (Wednesday)

- 8:00 – 10:00 am** Hyster team makes final preparations (check truck settings, battery status, set-up sound system, demonstration areas and set test cycle)
- Dealer team sets up Registration/crowd control responsibilities
Account Managers work phones with invited customers
- 10:00 am** DEALER TRAINING COMMENCES
- Power Point selected from -
- MARKET OPPORTUNITY
Market Trends
Market 'shift'
Sales focus
- THE TESTING PROCESS
Dealer/customer input – blank sheet of paper
Statement on proving hours
Test sites
Performance to date
- ENDORSEMENTS
ITC's held to date/major successes
Ownership List
Local successes
- REVIEW SUPPORT MATERIALS
Reach Comparison material
Storyboards and Demo cards
MMST - Reach/Walkie/Turret
- 12:15 – 1:00 pm** LUNCH (provided by Dealership)
- 1:00 – 2:00 pm** REVIEW CUSTOMER HANDOUT
Product Brochures (available from Dealership at Event)
Hyster Test Report
Competitive Rating Cards (rating to be done as product/demo reviews conducted)
Parts Price Comparisons
Hyster Reach Truck Ownership list
Survey Form
- SALES SUPPORT
Parts Fill Report
Hyster National Rental/Sales Development Fleet (100 truck list)
Rental Opportunity
Finance support program
Safe Choice Maintenance Assurance

2:00 pm

Move (if necessary) to Demonstration area.

HYSTER v CROWN v RAYMOND

Efficiency comparison cycle test - followed by discussion on uptime/cost saving implications. Trucks driven by member of Hyster team.

HYSTER v CROWN

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.

HYSTER v RAYMOND

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 Reach Comparison, Storyboard and Demo Cards

LEAVE BEHINDS BY DEALERS

Copy of competitive ratings 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)