



Warehouse 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 (available support by Hyster personnel)

- 8:30 am** WELCOME DESK OPEN / DEALERSHIP TOUR (Dealer Team)
- 10:00 am** WELCOME INTRODUCTION by Dealer Principal
Build on Hyster dominance in counterbalance
Success of ITC Events 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 CROWN v RAYMOND (Hyster Team)
Efficiency comparison cycle test - Hyster M/C to point out uptime/cost savings implications.
- HYSTER v CROWN
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.
- HYSTER v RAYMOND
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 ratings 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 - 1.30 pm approx.)

Hyster support for Dealer on other Hyster Warehouse Equipment on display
- 1:30 pm (approx.)** EVENT CONCLUDES