HYSTER COMPANY

*National Accounts*

# Hyster National Accounts
# Account Update

**Account**: Sonoco
**Address**: Corporate HQ in Hartsville SC with plants across US
**NAM**: Kenneth Kinsella (317.915.8395: e-mail; ken.kinsella@hyster.com)
**Dealer**: All - Nationwide

**General Account Strategy:** Achieve a Single Source contract with Strategic Partner Supplier recognition by promoting the value and competitive features of Hyster Equipment, the Dealer Network, and the National Account program.

**Current Opportunity**: While Hyster Company holds minority vendor status to Toyota; we have received the majority of orders. Dealer participation in the Toyota National Account program has illustrated gaps, or friction at the local level, and the Hyster organization been recognized as having better service. Sonoco is beginning to understand that their current costs related to long term ownership are not aligned with industry trends, and that significant savings opportunities exist in a fleet replacement program.

**Products / Applications**: Paper and paper packaging production.

**Recent Wins**: 2005 booking exceeded 50 and the forecast for 2006 and 2007 is between 60 and 100 each year. The Senior Sourcing Specialist at Sonoco is the driver of their replacement program and operates as a "one man band"…our level of support and urgency is directly linked to the next 2 years booking volume.

**Challenges**: As an organization Sonoco is not different in that its varied locations can either choose to participate by choice, or fight the corporate direction. Local relationships and Dealer presence will only improve our status compared to our competition.

**Competitive Landscape**: Toyota is technically the primary supplier, but we have received the majority of the business.

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**Next Steps: How Hyster Dealers can drive additional sales**: It goes without saying that the need for local visibility is paramount.

1. Call on the Sonoco locations in your territory.
2. Express knowledge of the NA relationship, use the existence of that relationship to build trust and seek out those incremental opportunities – service, allied, etc.
3. Educate the facilities on the existing FT and upcoming FT products- let's build some excitement or anticipation of the product.

Sincerely,

*Ken Kinsella*

Manager, National Accounts
Hyster Company

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