

Territory Management

Coverage Philosophy



The Safe Choice

Coverage Philosophy

Real World



The Safe Choice

Coverage Philosophy

Desired Outcomes

- ❑ Improved quality of calls
- ❑ Expectations established for behaviors
- ❑ Enhanced value of the enterprise
- ❑ More “at bats” with better “on base percentage”

Coverage Philosophy

- “The guy who lost it 4 years ago has been in touch with me every 2 months since then.”
- “I love the dealer, better than I did the last one in fact, they do everything I ask when I call. But, with Toyota I don’t have to call.”
- “I have had machines for several months and I haven’t seen a report on hours or service cost yet”.

Coverage Philosophy

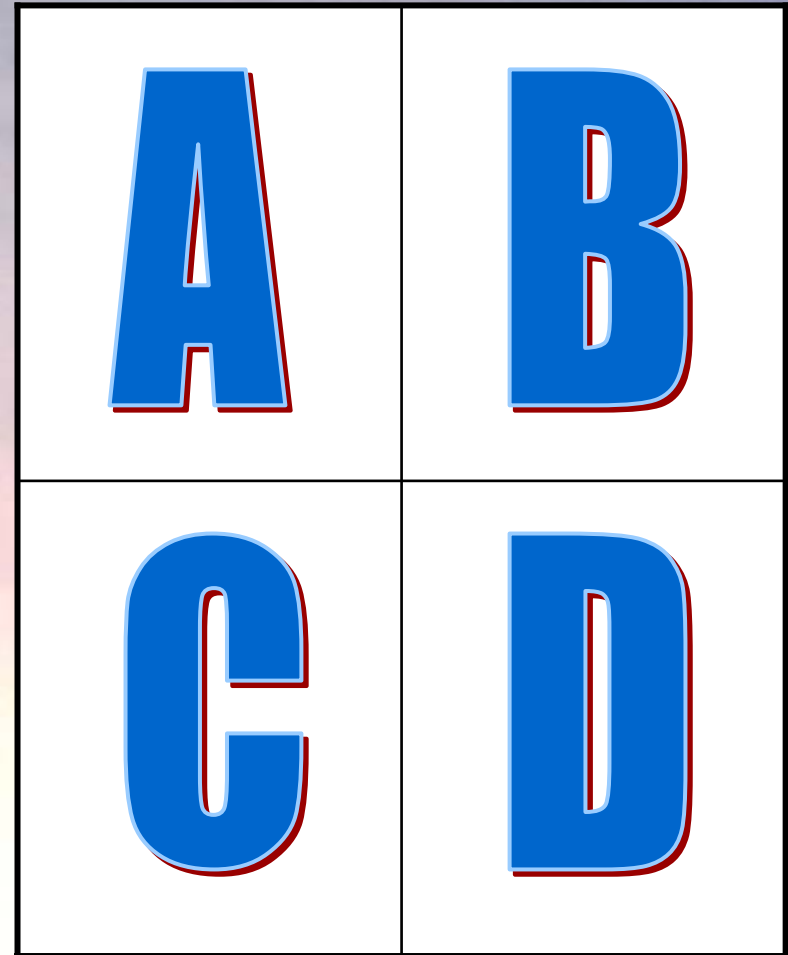
Design an approach that allows the sales person to spend the most time in front of customers that have the most money to spend.

Seventy (70) cents on the dollar is spent by A and B fleet size customers
**** Fleets of 10 machines or larger***

Coverage Philosophy

Getting Started

- Establish your Account Priority
 - Descending Dollar Exercise
 - Ownership Records
 - Alpha and Evergreen
- Add your Prospects
 - EDA / TAP
 - D&B
 - Purchased Lists



Coverage Philosophy

EDA

Top Buyers (Displays the top buyers in descending order of units financed)

Equipment Class	(All)
Equipment Description	(All)
New/Used	(All)
Source	(All)
UCC Status	(All)
SIC Code	(All)
Quarter	(All)
UDF County 1	(All)

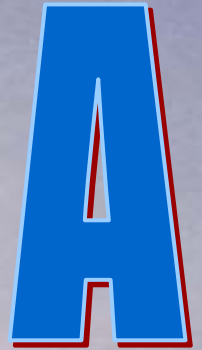
(Double click in a cell with values to view the details)

Units

Buyer	BUYADR1	BUYCITY	Manufacturer	2002	2003	2004	2005	2006	2007	2008	Grand Total
International Paper Co	2 Manhattanville Rd	PURCHASE	HYSTER		109	82		10			201
			CAT		8	4		1	1		14
			TOYOTA		5						5
			RAYMOND			7					7
			TAYLOR		13	25	10	1	10		59
			CROWN		8						8
			TENNANT		1	2					3
			YALE		4	16					20
			BPR-RICO			4					4
Schenker Incorporated	150 Albany Ave	FREEPORT	HYSTER						19		19
			TOYOTA			3					3
			RAYMOND							66	66
			CROWN					50			50
			TENNANT						2		2
			YALE					43			43
			LINDE				1				1
Pepsico Incorporated	700 Anderson Hill Rd	PURCHASE	CAT						16		16
			TOYOTA							11	11
			YALE					78	26		104
			NILFISK-ADV						1		1
CARGO AIRPORT SVC OF USA LLC	350 Columbus Ave	Valhalla	TOYOTA						1		1
	JFK INRL AIRPORT BUILDING 261	JAMAICA	HYSTER						1		2
			TOYOTA				33		7		40
			KOMATSU		1		13	23	16		53
PRIDE EQUIPMENT CORPORATION	150 NASSAU AVENUE	ISLIP	TAYLOR					1			1
	1251 Avenue Of The Americas	NEW YORK	HYSTER	2	1		4	9	28	5	94
CAT			23							23	
CLARK				3						3	
CROWN			3	26	18	3				50	
Foodirect Incorporated	C6 Hunts Point Coop Market	BRONX	BIG-JOE	1							1
			CROWN		13	4	22	4	29		72
P C RICHARD & SON SERVICE CO	150 PRICE PARKWAY	FARMINGDALE	HYSTER		6		1	3			16
	150 Price Pkwy	FARMINGDALE	TOYOTA	6	12	18	3	10			49
			NISSAN			6					6
Nathel & Nathel Incorporated	357 Hunts Point Term Mkt	BRONX	HYSTER				20				20
			YALE				20		30		50
JETRO CASH & CARRY ENT INC	566 HAMILTON AVENUE	BROOKLYN	HYSTER		1						1
	566 Hamilton Ave	BROOKLYN	RAYMOND	1							1
	101-10 FOSTER AVENUE	BROOKLYN	HYSTER		1	1					2
	1524 132ND ST	COLLEGE POINT	HYSTER		2						2
			RAYMOND					5	3		8
			CROWN	11	37	8					56

Coverage Philosophy

- Confirm your profile and call expectation; monthly
- Account Manager establishes Account Plan (with Team input)
- Monthly war room on top accounts and prospects
- Communicates plan to **all**



Coverage Philosophy

- Confirm your profile and call expectation; bi-monthly
- Account Manager validates customer information and key statistics
 - Fleet Size
 - Competitor
 - Maintenance and Leasing
- Account Manager establishes Account Plan
- Communicates plan to required parties



Coverage Philosophy

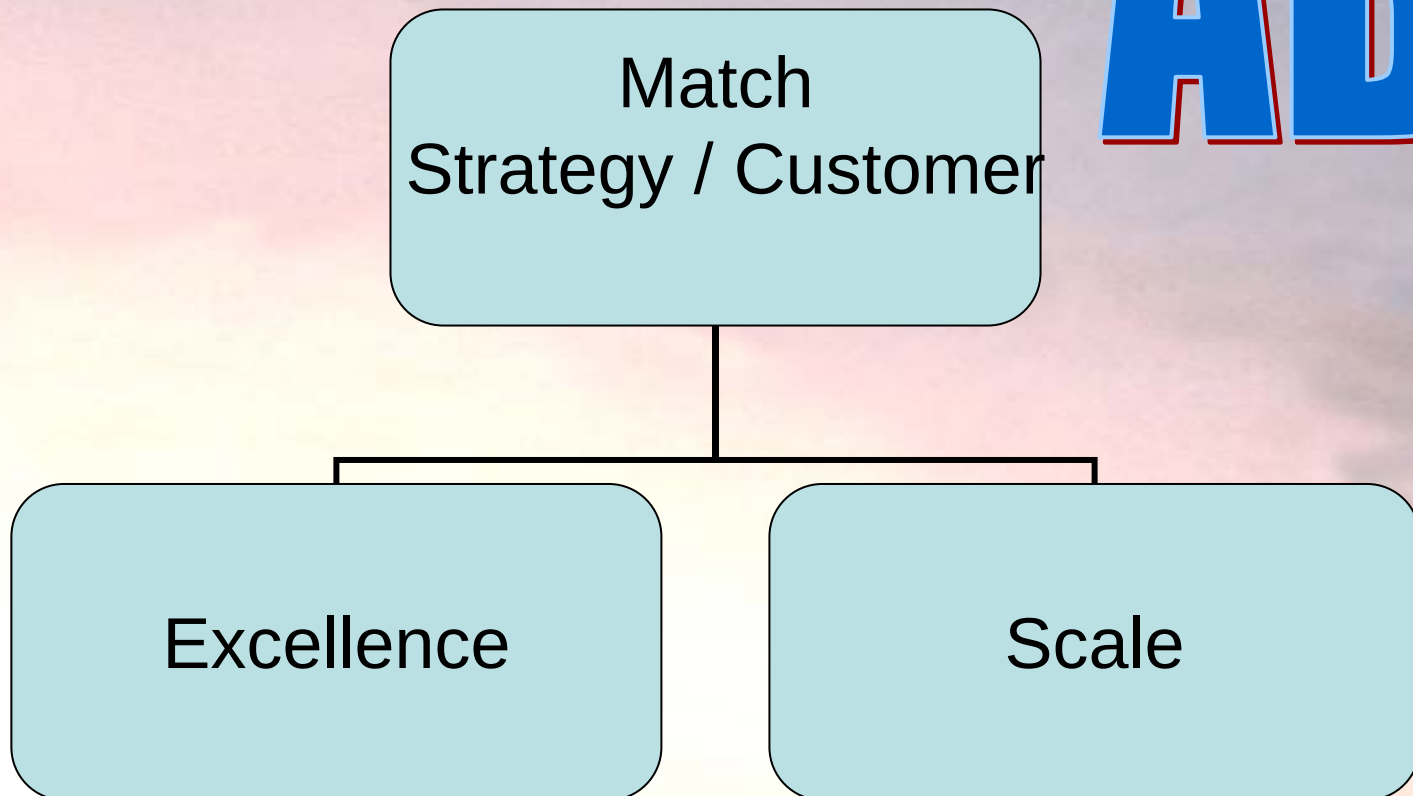
- Confirm your profile and call expectation; quarterly
- Account Manager validates customer information and key statistics
 - Fleet Size
 - Competitor
 - Maintenance and Leasing
- Creates marketing communication plan
 - e.g. Leasing program, Product Information
- Depending on Territory – e-Marketing may be required to append call schedule



Coverage Philosophy

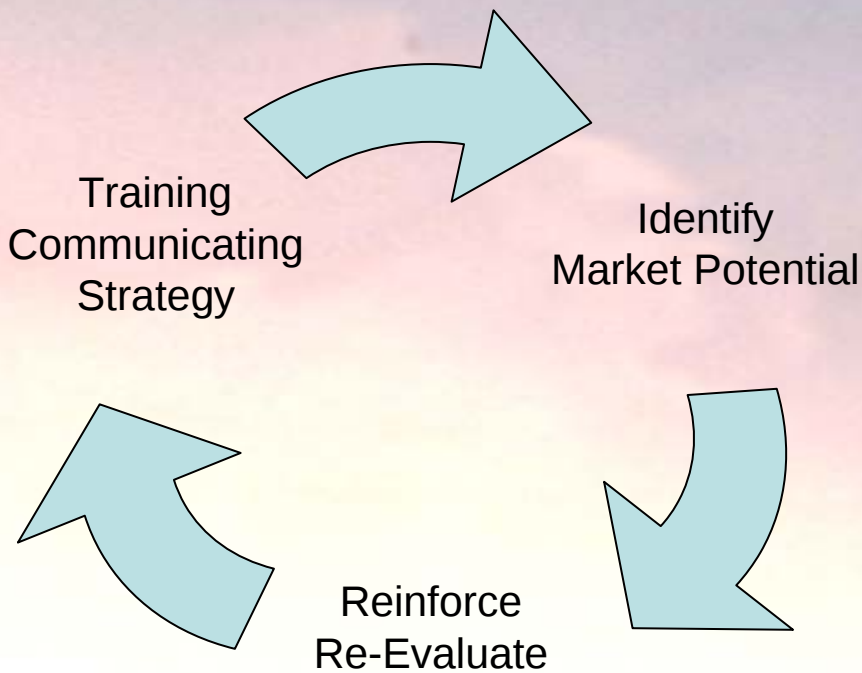
- Alignment
- Competitive Strategy

ABC



Coverage Philosophy

- Competitive Strategy



ABC

Is it a Unique Selling Proposition?
Does it pass the “So What” test?



Coverage Philosophy

- Call Expectation

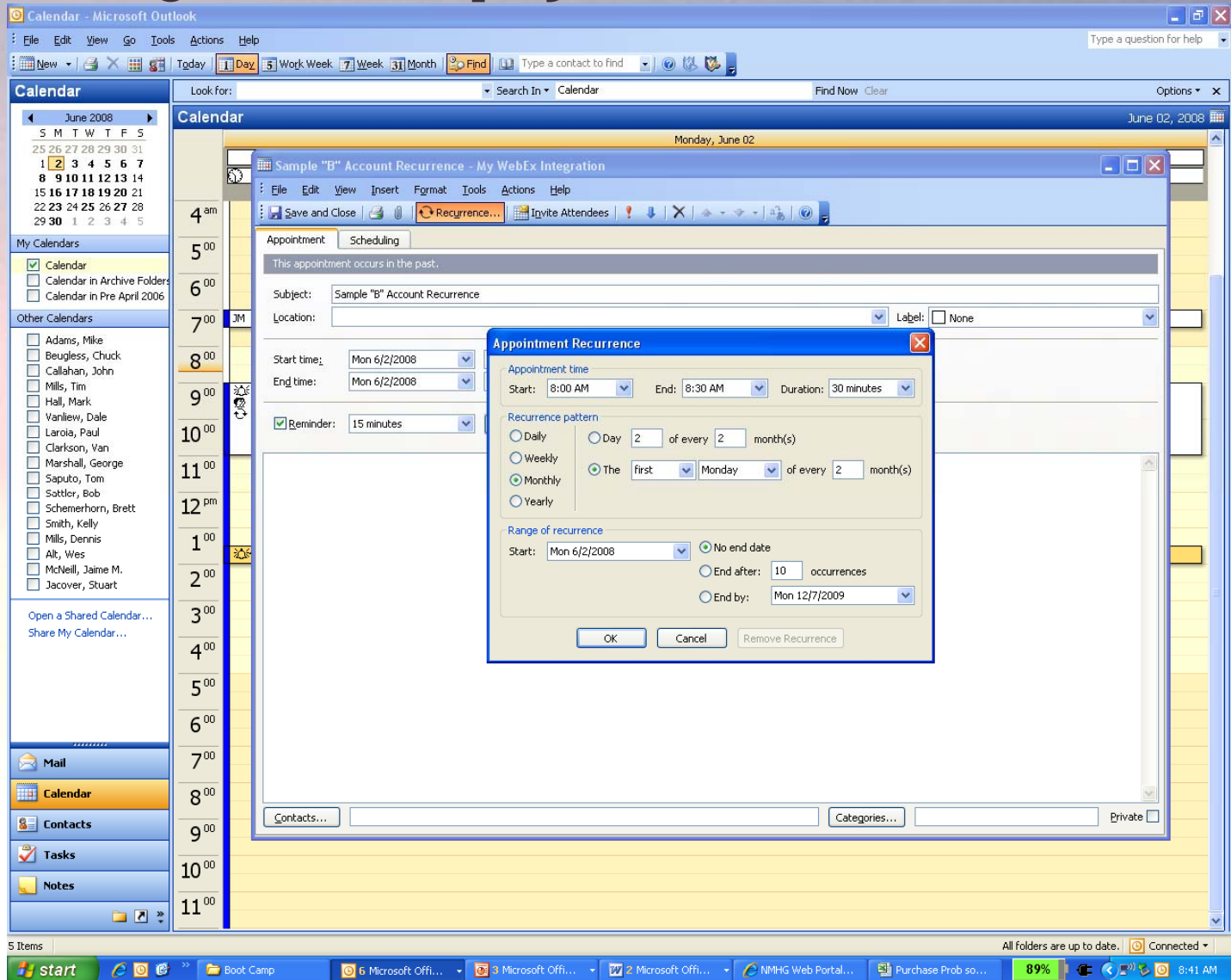
ABC



Remember to Check the math – is the sales team aligned with your business needs?

	23	10:30a Robert Point	30	8:45a Quality Stores Sarah Seams	31	Jun 1	8a wolverine: safety manager 10a Old Orchard: Howard Veltman 1:30p Challenge manuf: Steve Jones 3:30p used truck: S Abrahams & Sons	
		B1		C1		D1	A2	
	5	8a Bay Logistics: Harold Timmerman 11a Textron --used truck: Mary Casey Sally Saheb	6		7	1p S Abrahams & Sons Incorporated 1p Universal Truss: Eric Maxey	8	8a Maint. Review: Kellogg Co 10a Steelcase survey: Gary Graeff 1:30p H50 quote: Home Acres Bldg
		C2		D2		A3	B3	
Frank Mayo/ fleet review: Acemco	12	8:30a James Gunley: L Perrigo	13	11:30a Columbian Dist: Bill Eckburg 2p Haviland Products: Richard Garner	14	8a James Shannon: Meridian 10:30a Mary Adams: Finishmaster	15	10a Doug Wiggins
		D3		A4		B4	C4	
Mannesman Dematic: Charles Ramsey 30a Herman Miller Incorporated	19	7:45a Tower Automotive	20	8a Spartan Stores 10:30a Johannes Hofman 1:30p Zondervan	21	8a Total Logistics	22	8a Meet & Qualify: Rick Hutchins
		A5		B5		C5	D5	
Old Orchard: Howard Veltman	26	8a Michigan Turkey: Tom Plainville 1p National Nail: Robert Point	27	8a Eric Maxey 8:30a Meet & Qualify: Sarah Seams	28	1p Greg Bos	29	9a Steve Jones
		B1		C1		D1	A2	
	3		4	8a Heinz USA: Clarence Becker	5	8a Mannesman Demag	6	9a Support: James Smith

Coverage Philosophy



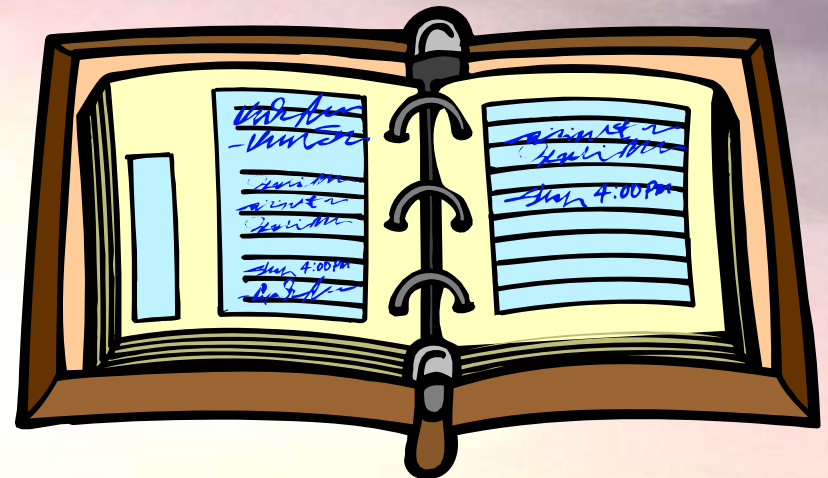
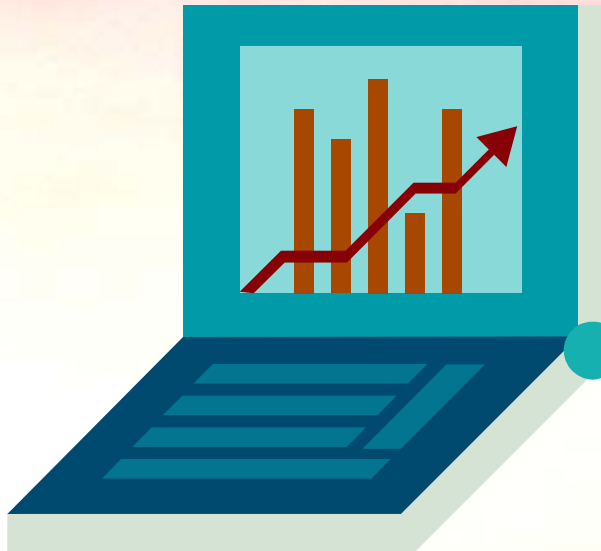
The screenshot displays the Microsoft Outlook 2007 interface. The main window shows a calendar view for June 2008. A specific appointment, 'Sample B Account Recurrence', is selected, and the 'Appointment Recurrence' dialog box is open. The dialog box is divided into several sections:

- Appointment time:** Start: 8:00 AM, End: 8:30 AM, Duration: 30 minutes.
- Recurrence pattern:** Monthly (selected), The first Monday of every 2 month(s).
- Range of recurrence:** Start: Mon 6/2/2008, No end date (selected).
- Buttons:** OK, Cancel, Remove Recurrence.

The background calendar shows a list of other appointments and a sidebar with 'My Calendars' and 'Other Calendars'.

Coverage Philosophy

- If all else fails... use a repository you have access to today.
- Information from which to plan.
- Accountable check-ins.



Coverage Philosophy

- Effective Coverage of “C and D” accounts
- Starting a game of catch, but doing so efficiently



Marketing Communications



- Customer Touches
 - E-Newsletter Campaign
 - Getting started
 - On-Line Request Form
 - Use pre-formatted or mix of your own.
 - Upload distribution list
 - Dealer logos added
- Meets CANSPAM Act

Kenny Card: kenny.card@hyster.com

DIGITAL DEALER

UNLEASH
THE SAVINGS

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Marketing - Sales / Marketing Programs - Customer E-Newsletter

Customer E-Newsletter Program

[>Why use an E-Newsletter?](#)

This E-Newsletter is designed as a promotional piece for your customers. With each issue, you will have the opportunity to customize the newsletter to fit your target audience. We will offer 3 articles and you will be able to select these 3 to include in "your" newsletter or you can select two of our articles and add one of your own for a total of 3 articles. The goal is to keep the Hyster® name and your dealership's name in front of your customers and keep them up-to-date on our latest product news and programs from your dealership and Hyster Company.

How the Program Works

This E-newsletter will be published bi-monthly for a total of 6 issues per year. To participate in the Customer Newsletter program you will need to complete a request form each time we publish a new edition. It will be published electronically via email.

Cost to Your Dealership

\$50 per issue to be billed at the end of the year.

Schedule for 2008 Issues

Issue 1 - March/April (Requests Due 4/1/08)
Issue 2 - June
Issue 3 - July
Issue 4 - September
Issue 5 - November
issue 6 - December (Holiday Edition)

CONTACT:

For more information please contact
Kenny Card
Sales Promotion Specialist
Hyster Company

[Review Articles for Current
Issue](#)

[File Requirements & Upload
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[E-Newsletter Request Form &
File Uploads](#)

[click here to view pdf sample](#)



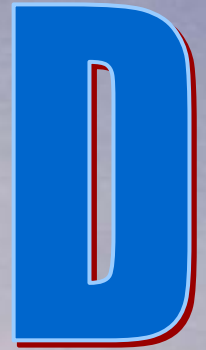
2008 Issue 2

articles are now
available.

Click Here
to review & submit
your ENL Request.

Coverage Philosophy

- Telemarketing
 - Contact information as key component
- Direct Marketing
 - E-Newsletter
 - Dealer Communications
 - Direct Mail / Postcards





Direct Mail

- Direct Mail, Flyers, Posters
- Customized, Personalized



Getting Started:

- Dealer Principal Approval
- Bulk Order to Dealer, Direct Mailing, .pdf or HTML Production

Kenny Card: kenny.card@hyster.com



Coverage Philosophy

GET THE MOST OUT OF YOUR HYSTER LIFT TRUCKS



Periodic Maintenance = Long-Lasting Superior Performance

In our years of experience, we have found our best maintenance practices make your lift trucks more productive through the reduction of unscheduled downtime. By committing to a periodic maintenance schedule performed by our skilled technicians, you can be assured that your fleet is in good hands. Call us today to discuss the benefits of a Periodic Maintenance Agreement. (Name) at XXX-XXX-XXXX.

DEALER CONTACT INFO OR OPTIONAL COUPON: Dealer to provide wording for example: 5% off Periodic Maintenance Agreements. The following statements have to be on the coupon with and from Dealer: Offer valid only in "Dealer's name & location". Expiration: XXX-XXX-XXXX.

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HYSTER® SERVICE REMINDER



KENNY CARD,

A well maintained lift truck fleet can help improve the productivity of your material handling operations.



The Safe Choice

Coverage Philosophy

Let's get the facts straight...

Service Compartment Access

Asinglepiececoverassembly,engineeredfromdurableSarlink®compositematerial,encloses the service compartment on the Hyster® W40Z. Crown chooses to use a two-piece cover assembly made of light

Speed
Traction
the Cr
Handl
The ty
Pallet
The Hy
rollers
Hand
The ty:
tho wo
Steer
Hyster
Crown
Lift Cy
A speci
cylind
Hoist
Integra
found
Batter
A158ar
The Cr

Hyster™ W40Z vs Crown WP2300

W40Z Series

Our product speaks for itself...

- 25% less hydraulic pressure required
More efficient single cylinder design requires less pressure, reducing leak potential
- 30% cost savings on replacement parts
Fewer serviceable parts and lower OEM parts pricing result in lower parts and maintenance costs
- 25% less lift motor power consumption
Extend life of components and minimize lift motor brush wear
- 10% less energy consumption
Move more pallets per charge



Plus the W40Z Freighter's Special Model

- Hyster Company designed a unique W40Z walkie chassis with a low spin wheeling in side as a standard truck trailer. This additional design allows:
- Truck to operate with the handle in full upright position, so the handle won't contact the side of trailer during pin-wheeling
 - Operator positioned closer to load resulting in improved visibility when spotting load
 - Two additional pallets per hour boosting productivity and throughput

Trucks shown with optional equipment

H

Come walk with us... you'll run from the competition.



The exceptional maneuverability of the W40Z Walkie pallet truck stems from legendary Hyster ergonomics and performance innovations. The W40Z has a capacity of 4,000 pounds and the steel construction frame is robotically welded. That means you get a lighter truck for greater maneuverability, increased productivity and less stress on your operator. Don't waste energy carrying around excessive baggage; get the W40Z and get moving.





DIGITAL DEALER

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You are logged on as: AHSALEXA

INSTANT PASS



Truck Sales

Hyster Capital

Hyster Fleet

Parts

Service

National Accounts

Marketing

Dealer Systems

Training

Contacts

Accident Reporting

Log Off

Customer Support

Request PCST Password(s)

User Security

Direct Mail - Promotional Flyers - Posters

This program gives you the ability to order customizable direct mail marketing pieces and promotional flyers or posters at anytime. With this program you have control over your dealership's direct mail marketing campaign. You can order in bulk and have them shipped directly to your dealership or you can upload your mailing list and have them mailed directly to your customers... It's your choice. We will also be working through out the year to add additional mailers, promotional flyers, and posters.

Pricing

Pricing for postcards, postage, flyers and posters is available when you select an item on the site. You will have the option to use a major credit card or submit a PO number to complete your order.

Access to this program requires Dealer Principal approval. For an access request form please contact Kenny Card at 252.931.5663 or by email.

k.card@hyster.com

[Launch Program](#)

[View the User Guide](#)

Coming Soon:

Direct mail postcards for Periodic Maintenance, Fork Inspection, Chain Inspection, Accessories, S80-120FT, H80-120FT and, W40Z as well as additional posters and promotional flyers.

Do you have a suggestion for a mailer?

Send your suggestions to k.card@hyster.com

SIC Information

Standard Industrial Classification (SIC) can be used to help you target your direct mail campaign to specific industries. Use the link below to view or download the top 25 SICs by truck class. There are listings for Hyster top 25 SICs and Industry top 25 SICs. So that you may easily download these, we are providing them to you in a MS-Excel file.

[Top 25 SICs By Truck Class](#)



The Safe Choice

Coverage Philosophy

Catalog

Search Catalog: All Categories

Search for:

Go

Select a subcategory or product from the list below.

Records 1 - 6 / 6

Search Results		
Electric Counterbalanced	Electric Rider Trucks	
Narrow-Aisle	Narrow Aisle Trucks	
Motorized Hand	Motorized Hand Trucks	
IC Cushion Tire	Cushion Tire Trucks	
IC Pneumatic Tire	Pneumatic Tire Trucks	
Parts and Service	Parts and Service	

Records 1 - 6 / 6

Foxfire Printing & Packaging
750 Dawson Drive
Newark, DE 19713
weborders@foxfireprinting.com
Phone: (240) 206-0260 | Fax: (240) 206-0269

Coverage Philosophy

- Who am I going to call on?
 - ❑ Those who desire what our dealership excels at.
 - ❑ Enough scale to support the dealership
 - ❑ Team trained to identify and sell this advantage
 - ❑ System in place to support the endeavor
 - ❑ Call expectations set
 - ❑ Communication Plan developed to repeat the successes.