



The Safe Choice

HYSTER SALES SUCCESS STORY

Customer: BLUE BUNNY® Wells Dairy

Customer and Application Description

- Blue Bunny is an ice cream manufacturer in St. George, UT.

Main Sales Challenges and Concerns

- Rob Carter (sales manager/branch manager) with Arnold Machinery needed to address service after the sale and parts support locally to win the deal. Raymond, Crown and Yale were the competition with strong background in Class I, II, and III product.

Proposed Solution

- New Arnold Branch in St. George with Arnold's "Silver Service" policy highlighted - "no sale final until the customer is 100% satisfied". Parts and service support locally to take care of Blue Bunny after the sale.
- Invite Blue Bunny to the Phoenix ITC event to see competition and why Hyster and Arnold would be a good choice for Blue Bunny.

Results - Why they chose the Dealership and/or Hyster

- After the ITC event and scheduled demo showing product strengths as well as dealer support locally and Arnold company support depth at 15 different locations.
- Contract Full Maintenance was proposed and part of the deal to take care of Blue Bunny and help with forklift budget planning.
- Hyster equipment proved to be very user-friendly to all operators during the demo with productivity increasing as a result.

Order Details – Include estimated delivery time

- Blue Bunny ordered 9 trucks total out of their fleet of 13
- 2-N45ZDR, 1-E30HSD, 3-B60ZAC, 3-B80ZAC 96"
- Estimated delivery time (CAD January 2008)