



The Safe Choice

HYSTER SALES SUCCESS STORY

Customer: Hannaford® Bros.

National Account Manager: Mark Hoch

Customer and Application Description

- Hannaford Bros. is a grocery chain in the Northeast US. They are division of Delhaize Americas, which also owns Food Lion.
- Hannaford Bros. operates 4 distribution centers (2 in Maine, 1 in New York, and 1 in Tampa Bay, FL)
- They were in need of replacing their Reach trucks and double length pallet jacks

Main Sales Challenges and Concerns

- The new AC Reach truck was a big concern. They were burnt badly when they had opted for the first generation Crown AC Reach trucks.
- Ergonomics was a big concern. A few of the facilities were union, so their feedback was critical.
- Productivity and Dependability were also important.
- Hyster Company's ability to produce a quality AC Reach. Customer was not familiar with our product.
- We needed to overcome the perception that "Hyster is not in the Reach truck business"

Proposed Solution

- Quoted customer with a 5-year / 10,000 hour warranty to show our confidence with our truck.
- Demonstrated the ergonomic changes with the new AC truck...in particular the side stance truck. The Hyster unit rated the best according to their own independent study.
- Demonstrated the flexibility in controls to address any operator preference with performance. Hannaford was really impressed with the programmability of the new AC Reach truck.

Results - Why they chose the Hyster® AC Reach Truck

- The Reach truck demo went very well.
- Spoke about and demonstrated the capabilities of the dealerships (Hyster New England, Liftech, and Barloworld – Tampa) that would be servicing the DCs. They were impressed with how well the dealers worked with the Hyster National Account team.

End Result

Hannaford's confidence with the Hyster AC Reach truck grew so much that now two of the four DCs have replaced all of their Reach trucks with new Hyster trucks. They have also helped open opportunities for us in other Delhaize-owned operations and other customers. Even the "die hard" Crown operators are now seeing the benefits of the Hyster lift truck and are having positive things to say about the trucks.