



HYSTER COMPANY

Americas Division

March 26, 2009

SUBJECT: HYSTER COMPANY'S 2009 SALES MANAGEMENT SEMINAR

This 2½ day Consultative Selling Insights (CSI) seminar is intended for All New Equipment Sales Managers within the Hyster Dealer Network. Conducted at the Canyon of the Eagles Lodge near Austin, TX, it will entail an experiential learning session consisting of simulations, group activities, classroom discussions, case studies and role plays.

We regard Dealer sales manager attendance to be essential to the sales process enhancement we, Hyster Company and the Hyster Dealers, are embarking on together. We understand the current state of the economy, but your investment now, should be regarded with a long-term perspective in mind.

After checking in on Sunday afternoon (April 26th), the program begins with a brief session on Sunday which will begin at 5:00 pm, followed by a welcome reception. (Your flight needs to arrive in Austin no later than 3:00 pm.) We'll continue in earnest with an 8:00 AM start Monday, Tuesday and Wednesday. There will be limited breaks during the days; breakfast, lunch and dinner will be provided. The final day, Wednesday, April 29th will focus on role play simulations that capture the key selling points covered during the early segment of the program. We will wrap up with lunch, ending the day at 1:00 PM.

Benefits

By the end of the training session, attendees will be able to:

- Reduce dependence on transactional selling styles and enhance the use of consultative selling strategies
- Identify barriers that impede good communication and elevate listening skills
- Maneuver past gatekeepers and win support of key influencers and decision makers
- Improve presentation skills
- Employ a variety of sales tools that will increase closure rates

Program Highlights

Sales Managers attending this seminar will experience the intensity of CSI, thereby providing them with a first-hand account of what it takes to equip their own sales team with cutting edge sales tactics and strategies. CSI modules include:

- Consultative selling
- Ingredients for building long-term relationships
- Decision making process
- Preferred positioning with new and existing accounts
- Presentation development and delivery skills





The Safe Choice

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Seminar Fee: \$995 USD

Includes:

- Hotel accommodations
 - All meals
 - All activities
 - Transportation to / from Austin Airport
- ** Dealer is responsible for airfare****

Location: Canyon of the Eagles Lodge, Texas

It is recommended you make your airline reservations as soon as possible. The Hyster Dealer Principals have guaranteed the proper attendance to hold this event. If you need assistance with your airline reservation, feel free to call our American Express Travel office at 1-877-877-2507.

More details for the event, shuttle information, etc. ... will be sent at a later date.

Please register online by April 3rd on the Hyster Dealer Resource site:

<http://www.hysterusa.com/DealerArea/Registration/>

Please contact your Regional Vice President of Sales with any questions.

Sincerely,

Hyster Company

Bob Sattler, VP Hyster Dealer Development

