



The Safe Choice

HYSTER SALES TIPS

Dare to Compare

... and do it from the comfort of your laptop.

How many times have you prepared a quote and wondered how you stack up against the “other guys” you know to be involved? Well, read on McDuff.

With assistance from the very able Gary Cutsy – RSM extraordinaire – allow me to introduce/reintroduce EQGuru. Prior to being included on the HYSTER WEBSITE, this site was a subscription source for competitive information. Today you can get to it via:

Digital Dealer => => Truck Sales => => Truck Product Information => => Competition => => Log On to EQGuru

Once on the site you can search by Manufacture or Equipment Type. You can build a Fleet Tracker to include a comparison of up to 4 competitors/models. You can view specifications, options, resale values and even list prices. If you know your competitors discount, you can even build a street pricing model – including options, taxes & freight.

Additionally, you can link to most competitors Web Sites, as well as read current industry news.

I hope many of you are already familiar with EQGuru and use it regularly. But for those that don't – and I know you're out there – you're just a few “clicks” away from a very powerful resource. “Try it ... You'll like it”.

...Good Selling!