



HYSTER SALES TIPS

HyRater Program for All Sales People

The Safe Choice

Have you ever been working with a customer and capacity became a real issue? Will this truck with this mast, tires, tread width, or attachment pick up the customer's load? You talk to the customer, explore all the options, determine what is best for the customer, and then tell him that you will get back to him with the capacity after you contact Hyster engineering for a capacity rating. How long does that take – a couple days or a week – before you get back to the customer?

How would you like to be able to calculate the capacity of the truck while you are still meeting with the customer? How would you like to be able to try different options to see how they affect the capacity? How would you like to show the customer exactly how knowledgeable and professional you are compared to the competition? Would this image have the customers calling you first, because they know they can get answers from you? Would this image help you sell more trucks? Would this image help you make more money?

I think the answer to the questions in the above paragraph is a resounding **YES!**

Well over 100 Hyster sales people throughout North America already have this capability and if you don't, you can gain this ability very quickly. Here is how...

Hyster engineering uses a program called the World Wide Rating Program (WWRP) for rating all Hyster trucks based on the trucks exact specifications. All Hyster sales people and sales managers are eligible to be trained and then certified to use the HyRater Salesman Program. The HyRater Program uses the exact same calculations as the WWRP. While you don't have all the capability that our engineers have, if you put in the exact same specs, you will get the exact same capacity ratings.

This is a web based program, which means that, if you have internet capability, you could sit with your customer and evaluate the capacity of the trucks they are being quoted to ensure that the trucks will meet their capacity requirements. You can change the mast, carriage, attachments, tread width, batteries, etc, run the program, and get the ratings immediately. **(Keep in mind that the only official capacity rating is that which comes from engineering.)**

I have used this program with customers while sitting in their office. We have gone from pneumatic to solid tires, changed masts, added sideshifts, compared different load centers and been able to show them exactly what would happen to their capacity. The customers love the knowledge they gain about their trucks and loads and are clearly impressed that this can be done right in their office.

Here is how you can gain access to this fabulous tool...

To set up this training, co-ordinate through your Sales Manager, who will work with your Hyster Regional Sales Manager, to set up a time that is convenient for all participants. The WebEx training takes about 70 minutes. The training is conducted by Ken Yoakum and his preference is to have no more than 20 people on the WebEx so that it is easy for them to ask questions during the session. A good time to schedule the training is during one of your regularly scheduled sales meetings. However, since it is a WebEx session, as long as you have internet access, you can join the training from any location. We can do several locations or several dealers at the same time.

Once you are trained, Ken will turn on your access to the program and you are in business.
Don't pass up this opportunity to improve your professionalism and your image.