



The Safe Choice

HYSTER SALES TIPS

Helpful Hints on Showing the W40Z

Below are some hints you may find useful when showing this small but exciting lift truck to a customer.

- Put a W40Z on the back of any and all P&D trucks. That way it must be moved (seen) in order to accomplish the pick up or delivery.
- When showing a customer your branch, have one placed so you have to move it out of the way.
- Remember to loosen the black battery cover and the grey motors cover – ahead of time. And don't try to put them back on until you're finished (the motors cover is easier to remove with the forks raised – it gives you a better grip).
- With the battery cover off, pull up on the two silver handles and demonstrate how the top batteries swing out for servicing the bottom two.
- Demonstrate the “creep speed” button and how the truck can pin-wheel (see my “tip” dated June 27th).
- Understand and demonstrate the 3 performance modes (instructions are in the Operators Manual).
 - Speed 1 ... low end acceleration, 80% of top speed and auto decel enabled
 - Speed 2 ... moderate acceleration, 90% of top speed and auto decel enabled
 - Speed 3 ... high end acceleration, 100% of top speed and NO auto decel
- When demonstrating these performance modes, either put a load on or keep the forks lowered – so the truck doesn't get tipsy.
- Travel in the 'chassis first' direction. And in mode 3, keep to the side of the truck or it will run up on your heels.
- Demonstrate the Mechanical Reversing Switch (belly button switch).
- Show how the handle doesn't just snap upright when released.
- Explain that when the 'on board' charger is plugged in, the truck cannot be operated. In other words ... some idiot can't walk up and drive it away.
- Show the pallet entry skid, exit roller and fork nose profile – all for easy pallet access.

Please do not confuse the small sale price and subsequent commission with an unimportant sale. To sell the W40Z is to leave a serious calling card. It transforms you from 'just another guy or gal knocking on the door', to a vendor ... someone who is set up in the customers system. So get comfortable with it, show it off and “sell” it.

... Good Selling.