



HYSTER SALES TIPS

Commonly Used Hyster Web Site Locations

The Safe Choice

October 2008 we sent out a tip on how to navigate around the Hyster Web Site. Since then there have been many updates, changes to and improvements to the Digital Dealer Web Site (and there are more to come). Please review the attached – you may find a few things of use in this guide.

PUBLIC SITES (CUSTOMER SITES):

www.hyster.com – This is the Hyster Global public site

www.hyster.com/americas - This is the Americas sub site within the global site.

www.hysteramericas.com – This URL permanently points to the Americas sub site.

DIGITAL DEALER SITE (PASSWORD SECURED):

www.hysterusa.com/digital_dealer.asp This link will take you directly to the Digital Dealer site logon page – bookmark this in your favorites.

NOTE:

WHEN ON THE DIGITAL DEALER SITE, YOU SHOULD HAVE YOUR **POP-UP BLOCKER** TURNED OFF, OR SET TO ALWAYS ALLOW POP UPS FROM THIS SITE.

IT IS POSSIBLE THAT DEALER SALES PERSONEL MAY NOT HAVE ACCESS TO THE PARTS AND SERVICE AREAS.

DEALER LOGIN:
ENTER PASSWORD:

SALES RELATED:

- **PRICE PAGES AND SPED PRICING:**
 - o GO TO TRUCK SALES > TRUCK PRICING > STANDARD OR SPED PRICE PAGES > SELECT PRODUCT CLASS
- **TECHNICAL GUIDES AND BROCHURES:**
 - o GO TO TRUCK SALES > PRODUCT INFORMATION LIBRARY > SELECT PRODUCT CLASS
- **SPED OPTION REQUESTS – SOR:**
 - o GO TO TRUCK SALES > TRUCK PRICING > SPECIAL OPTION REQUEST – SOR > LAUNCH SOR APPLICATION

- **SITE SURVEY FORMS:**
 - o GO TO TRUCK SALES > TRUCK APPLICATIONS > PLANT, AC REACH, OR TURRET TRUCK (VNA) SITE SURVEY FORM.
 - o NOTE – FOR A CUSTOMER'S VNA SPECIFICATIONS, COMPLETE THE VNA SURVEY FORM AND E MAIL IT TO VNASURVEY@HYSTER.COM. YOUR ELECTRIC PRODUCT RSM WILL RECEIVE IT AND RETURN AN E MAIL BACK TO YOU WITH THE RECOMMENDED TRUCK SPECIFICATIONS. CALL YOUR RSM FOR PRODUCT, APPLICATION, OR INSTALLATION QUESTIONS. THIS MUST BE DONE FOR ALL VNA SALES.
- **DEMO EVALUATION SURVEYS:**
 - o GO TO TRUCK SALES > DEMO EVALUATION SURVEYS > CLICK ON THE CLASS I, II, OR III PRODUCT REQUESTED
 - o NOTE: THESE ARE IN EXCEL FORMAT. YOU CAN COPY TO YOUR HARD DRIVE, THEN MODIFY THEM TO YOUR CUSTOMER'S SPECIFIC APPLICATION.
- **TRUCK CAPACITIES:**
 - o GO TO TRUCK SALES > TRUCK RATING > LAUNCH HY-RATER > SELECT NEW SEARCH > SELECT TRUCK TYPE, SERIES, AND MODEL > ENTER TRUCK SPECS. > CLICK ON RUN

OR

- o GO TO TRUCK SALES > TRUCK PRICING > HIGH LIFT SHEETS > ENTER PRODUCT CLASS > CLICK ON MODEL

OR (FOR A TRUCK CAPACITY REQUEST – TCR)

- o GO TO TRUCK SALES > TRUCK PRICING > TRUCK CAPACITY REQUEST > CLICK ON “LAUNCH THE TCR APPLICATION”

NOTE:

- o IF YOU DO NOT HAVE ACCESS TO HY-RATER, A CAPACITY TRAINING COURSE MUST BE TAKEN TO OBTAIN THE HY-RATER ACCESS PASSWORD. CONTACT YOURELECTRIC PRODUCTS REGIONAL SALES MANAGER WHO CAN ARRANGE FOR YOU TO TAKE THE WEB BASED COURSE (30 – 60 MINS.),
- o YOUR REGIONAL SALES MANAGERS AND THE APPLICATIONS ENGINEERS HAVE ACCESS TO THE ENGINEERING RATING PROGRAM WHICH ALLOWS MORE INPUT / CHANGE PARAMETERS THAN THE HY-RATER PROGRAM. IF YOU NEED TO “FINE TUNE” YOUR CAPACITY REQUIREMENTS, CONTACT YOUR RSM OR SPED ENGINEER.

- **WEEKLY LEAD TIME AND STOCK REPORTS:**
 - o GO TO TRUCK SALES > TRUCK AVAILABILITY > CLICK ON "VIEW REPORT" TO ACCESS LEAD TIME REPORT AND STOCK TRUCK REPORT.
 - o NOTE: - IF THE LEAD TIMES ARE BEYOND WHAT YOUR CUSTOMER REQUIRES, YOU SHOULD COMPLETE (OR YOUR SALES COORDINATOR COMPLETES) A CM (CONTACT MANAGEMENT) REQUEST FOR MORE SPECIFIC DELIVERY INFORMATION. COMPLETE TRUCK SPECIFICATIONS AND QUANTITIES MUST BE INCLUDED WITH THE REQUEST.
- **HYSTER CAPITAL RATE CARDS:**
 - o GO TO HYSTER CAPITAL > ORIGINATION
- **NATIONAL ACCOUNTS:**
 - o GO TO NATIONAL ACCOUNTS > DMNA (DEALER MANAGED NATIONAL ACCOUNTS) > OR HYSTER COMPANY MANAGED ACCOUNTS. (BE SURE TO RESEARCH THE SWOT ANALYSIS) > OR DMNA AND NATIONAL ACCOUNT SEARCH > OR INDUSTRY REPORTS

SALES RELATED – TRAINING AND COMPETITION

- **MARKETING GUIDES (POWERPOINT PRESENTATIONS):**
 - o GO TO TRUCK SALES > TRUCK PRODUCT INFORMATION > MARKETING GUIDES > CLICK ON DESIRED PRODUCTS
- **PRODUCT LAUNCH INFORMATION (RECENTLY RELEASED PRODUCTS – MMST'S, PPT PRESENTATIONS AND VIDEOS):**
 - o GO TO TRUCK SALES > PRODUCT LAUNCH INFORMATION > CLICK ON CLASS I, II, OR V
- **LIFT TRUCK GURU COMPETITIVE INFORMATION SITE:**
 - o GO TO TRUCK SALES > TRUCK PRODUCT INFORMATION > COMPETITION > CLICK ONTO "LOG ONTO EQGURU" BOX > SELECT FROM DROP DOWN – 25 DIFFERENT MANUFACTURER BRANDS.
 - o NOTE: MANY COMPETITORS' WEB SITES CONTAIN INDIVIDUAL PRODUCT TECHNICAL GUIDES AND BROCHURES.
- **RECENTLY RELEASED MMST'S (MULTIMEDIA SALES TOOLS):**
 - o GO TO TRAINING > SUPPORT MATERIALS – SALES > CLICK ON WALKIE / RIDER, ELECTRIC CB, OR NARROW AISLE.
 - o NOTE – THESE ARE HUGE FILES, SO DOWNLOAD THEM ONTO YOUR HARD DRIVE. IF YOU WANT TO MODIFY THE PPT PRESENTATIONS, "SAVE AS" A SEPARATE FILES BEFORE MODIFYING.

- **TO VIEW TRAINING MODULES AVAILABLE ONLINE:**
 - GO TO TRAINING > TKC (TRAINING KNOWLEDGE CENTER) > SALES TRAINING CATALOG > VIEW TRAINING MODULES

SERVICE AND PARTS RELATED

- **STANDARD AND EXTENDED WARRANTY STATEMENTS:**
 - GO TO EITHER TRUCK SALES OR SERVICE > WARRANTY > CLICK ON ARROW UNDER WARRANTY STATEMENTS > SELECT DESIRED WARRANTY
- **REPLACEMENT NAMEPLATES:**
 - GO TO PARTS OR SERVICE > NAMEPLATE REQUEST
- **PARTS AND SERVICE MANUALS AND SERVICE GRAMS:**
YOUR SERVICE DEPARTMENT HAS ACCESS TO “HYPASS ONLINE”. IN THIS WEB ADDRESS, THEY CAN COPY OR PRINT SECTIONS OF THE PARTS OR SERVICE MANUALS SUCH AS OPERATOR DISPLAY INTERFACE PARAMETERS

GENERAL

- **ACCIDENT REPORTING:**
 - GO TO ACCIDENT REPORTING > ACCIDENT REPORTING PROCEEDURES > THEN GO TO ACCIDENT REPORTING FORMS
- **CONTACT MANAGEMENT (CM) – THIS IS THE BEST WAY TO GET A FAST ANSWER TO QUESTIONS SUCH AS DELIVERY REQUESTS, TRUCK SPECIFICATION INQUIRIES, PARTS AND SERVICE ISSUES, ETC.**
 - GO TO CUSTOMER SUPPORT > CUSTOMER SUPPORT LOGIN > CLICK ON “ASK A QUESTION”
- **HYSTER GEAR:**
 - THE “HYSTER GEAR” SECTION OF THE WEB SITE IS IN THE PROCESS OF BEING REVISED DUE TO THE SELECTION OF A NEW VENDOR.
 - FROM ANY PAGE ON THE DIGITAL DEALER SITE, AT THE TOP WHERE YOU SEE “YOU ARE LOGGED ON AS: (YOU’RE USER ID)” THERE IS A LINK TO “MERCHANDISE CATALOG”.
- **TRUCK TIPS, SUCCESS STORIES, MASTER RENTAL FLEET TRUCKS FOR SALE, INVITATION TO COMPARE INFORMATION, ETC. ARE AVAILABLE ON THE HOME PAGE AS YOU OPEN THE HYSTER DIGITAL DEALER WEB SITE.**