

H70-120XM Product FABs

What are FAB statements?

The core activity in selling is the identification of customer problems and the presentation of materials handling solutions in a helpful way. To present the proposed solution to a customer, a salesperson will utilize the FAB approach. This approach helps the salesperson organize and present extensive, complex product information clearly and concisely. It entails discussion of FAB statements such as features, advantages, and benefits of the product presented.

FAB Definitions

- **Feature:** What it is (Tangible Aspects)
- **Advantage:** How it works (Performance Characteristics)
- **Benefit:** What it does for the Customer (Product Payoffs)

FAB statements define the specific product attributes or features and describe how they will meet the customer's specific materials handling needs. It is important to note that these statements can be presented in such a way to link most features to specific benefits.

FAB Example

As an example, one of your customers states that his company's issues are, "We need to increase our productivity. Our business has picked up and we need to increase our throughput levels."

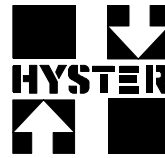
Given the customer's issues, you will want to provide a sales proposal that addresses ways your product will increase productivity. The proposal should be based upon the FAB approach. The statements chosen must relate how the Hyster H70-120XM pneumatic lift truck, for example, will increase this customer's throughput.

FAB Solution example:

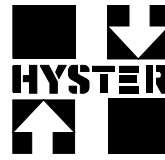
- **Feature:** "Mr. Customer, our Hyster H70-120XM has a **"seat side hydraulic design."**
- **Advantage:** "This allows finger tip hydraulic function control."
- **Benefit:** "This design requires no bending or leaning over to activate the hydraulic control functions, therefore; will result in less operator fatigue. The overall payoff is increased operational throughput."

FAB statements are very effective if they are used properly. Once you have presented a FAB statement, you then need to solicit feedback from the customer. Open-ended questions, such as "What do you think?" or "How does this proposal sound?" will give you an indication of the customer's acceptance level with your proposal. And, ultimately, this questioning will lead to buying signals.

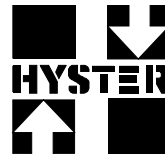
In the upcoming pages, FAB statements are provided for six different benefits. Select or tailor the statements provided to meet the needs of your customer.



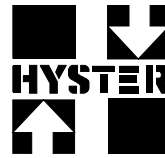
BENEFIT - REDUCED MAINTENANCE COSTS	
FEATURE	ADVANTAGE
Standard dash display has 6 warning LEDs and monitors normal service checks	Dash provides notification to the operator and maintenance personnel of service requirements prior to breakdown.
Leak free engine design	Gasket and sealant materials were extensively tested for performance and durability.
Tapered roller bearings	Tapered roller bearings are sealed. This design prevents contaminants from entering the bearing. Tapered Roller Bearings are also noted for shock resistance and durability.
High energy ignition system	System eliminates servicing points, increases spark plug life and provides easier starting.
Engines have cast iron block and cast iron cylinder heads	The Cast Iron block and cylinder heads provide extended service life and is much less susceptible to heat damage than typical aluminum engine designs.
Hydrostatic Steering	Replaces mechanical linkages with hydraulic lines. There are less replaceable parts and no adjustments are required .
Full radius angled roller mast channel bearings	Eliminates channel mill webbing of mast channels for reduced adjustment intervals and extended service life.
Inverted "J" hook mast mounting design	Allows top access for quick and easy mast installation or removal.
All cylinder rods are chrome plated	Resists wear, improves resistance to corrosion and scoring, more positive seal for reduced leakage.
Transmission oil cooler	Transmission oil cooler reduces heat which promotes extended service life of internal components.



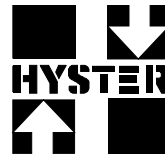
BENEFIT - INCREASED OPERATOR COMFORT	
FEATURE	ADVANTAGE
4 Position tilt steering wheel	Design allows the operator the most comfortable steering position. Provides additional room in operator compartment enhancing entering and exiting.
3 Position seat adjustment	Design allows the operator the most comfortable seated position.
Integral hip restraint \ arm rest	The hip restraints provide a comfortable arm rest. Additionally, provides a safe seat.
Muffler, shock mounted between counterweight and radiator	Reduced noise and vibration.
Elastomeric shock mounted steering axle	Axle reduces the vibration that is usually transferred from the steer axle through the frame.
Thick rubber duratread floor mat	Mat reduces vibration, suppresses engine noise, reduces heat, and promotes safe footing.
Ergonomically shaped and positioned hydraulic control levers	Seat side hydraulics with ergonomically designed control levers provide finger tip control of hydraulic functions.
Soft touch rubber coated hydraulic control levers	Soft \ sure grip rubber coating is much more comfortable than the typical round hard plastic.
Elastomeric mounted operator compartment	Isolates the operator compartment, reduces vibration, and absorbs shock loads from rough or uneven floor surfaces.
Hood under lining seal	Insulates, and reduces engine and drive train noise.



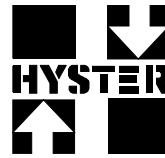
BENEFIT - REDUCED PRODUCT DAMAGE	
FEATURE	ADVANTAGE
Open face design on standard carriage & side shift carriage	Design provides unmatched operator visibility.
Bar on edge overhead guard design	Design provides improved operator visibility.
Rotary actuated steering control unit	Unit meters hydraulic oil to the steer cylinder, enhances steer response and provides precise maneuverability.
Open face center control valve design	Design allows the hydraulic oil to flow freely through the control valve in lieu of building up pressure, improves feathering capabilities of all hydraulic functions.
Built in anti cavitation valve on tilt spool	Spool maintains positive pressure to the cylinder end of the piston for improved mast and load control.
Inch (service) brake pedal	The brake pedal provides excellent inching capabilities for precise load handling.
Built in variable pressure regulator	The transmission is equipped with a pressure regulator. The pressure regulator automatically cushions directional changes for reduced shock loads and a smooth directional transition.
Pressure compensated lowering control valve (mast component)	The mast assembly is equipped with a pressure compensated lowering control valve. This valve regulates the lowering speed for smooth uniform lowering throughout the capacity range.
Vista mast design	The Hyster exclusive Vista mast is designed with small diameter lift cylinders and pressure lines. The pressure lines, lift chains and other components are routed and designed to provide one of the best overall visibility in the industry.



BENEFIT - SERVICEABILITY	
FEATURE	ADVANTAGE
Hinged panel in floor plate (R.H. side) \ floor mat flap	Provides quick and easy transmission oil checks.
Drop in floor plates and floor mats	Design requires no tools for engine and transmission access and inspection \ PM checks.
Forward pivoting hood \ removable side panels	Design provides quick and easy access to major drivetrain components for service, inspection, and repair.
Gas shock assisted Hood	The forward pivoting hood has two gas cylinder shocks to aid \ assist in raising the hood. The gas cylinders hold the hood in a raised position and prevent the hood from closing while servicing.
Lubrication points	There are only two lube fittings at the mast pivot point and only four lube fittings at the steer axle.
Fuse panel	The fuse panel is located on the L.H. side of the cowl under the dash panel. A single wire clip holds the fuse panel cover and is easily accessible. All fuses are the push in type.
Pre drilled light mounting holes and pre installed main light harness	Pre-drilled holes are in the overhead guard (OHG) Legs for field installed light options. Every truck is equipped with a main light harness that accommodates all standard light options for field installed lights or alarms.
"J" hook mast mounting design	The "J" hook mast mounting design allows the mast to be installed or removed without elevating the truck or requiring the technician to get under the truck.
Mast carriages	All mast carriages can be installed or removed from the inner mast channel for quick and easy accessibility.
LPG tank bracket	The LPG tank bracket design swings out past the radius of the counterweight; this eliminates lifting and installing the fuel tank over the counterweight. This enables quick and easy tank refill or replacement.

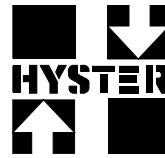


BENEFIT - RELIABILITY	
FEATURE	ADVANTAGE
Transmission oil cooler	The transmission oil cooler helps reduce heat which keeps transmission components cooler for extended component life.
Finite element modeling (F.E.M.) and computer aided design (C.A.D.)	These two state of the art techniques were used when designing the truck to find the high stress areas. The frame was stress tested to confirm design and specifications.
Unitized frame	The unitized (all welded) frame was specially designed and tested to withstand the most strenuous application demands.
Tapered roller bearing spindle mounting (drive and steer axle mounting)	Tapered roller bearings are pre-loaded for durability and are sealed; preventing contaminants from entering the bearing.
Full floating drive axle	This design allows the weight of the truck to be carried by the drive axle housing and the large tapered roller wheel bearings rather than the drive axle shaft. Therefore, this axle design is referred to as a "full floating" drive axle.
Engine shutdown system	The microprocessor controlled engine shutdown system will de-energize the ignition system in the event that the engine or transmission goes outside it's normal operating capacities.
Cast metal drive housing	The drive housing is made of cast metal due to its strength and durability characteristics.
Full complement load roller bearings (mast channel assembly component)	Full roller bearing design utilizes pre-lubed ball bearings with contact seals. The contact seals retain bearing lubricant and prevent contaminants from entering the bearing.
GM 4.3L gas \ LPG engines and the Perkins diesel 1004.42 engine	All Hyster engines have cast iron block and cylinder heads. Cast iron is used due to its durability characteristics.
Full flow pressure lubrication system	This design utilizes a spin on oil filter with a built in relief valve. The relief valve will ensure engine lubrication even if the oil filter becomes clogged.



BENEFIT - PRODUCTIVITY	
FEATURE	ADVANTAGE
Tilt steering and adjustable operator seat	The four position tilt steering wheel and the 3 position seat allows the operator to get in the most comfortable and productive position.
Large sure grip open steps and rubber coated hand grip	These two items were designed for quick and safe entering and exiting of the lift truck.
Overhead guard (OHG) bar on edge design	The bar on edge OHG design allows superb overhead visibility for operator.
Vista mast design	The exclusive Hyster "Vista" mast design provides one of the best all around visibility in the industry.
Open face standard carriage and side shift carriage design	The open face carriage design allows excellent operator visibility through the entire mast lift/lower range.
Seat side hydraulics	The seat side hydraulics provide finger tip hydraulic function control and require no leaning or bending to actuate; thus reducing operator fatigue throughout the work shift.
Hydrostatic steering and fixed length tie rods (steer axle component)	Hydrostatic steering combined with fixed length tie rods prevent steer wander and increases operator steering control for excellent maneuverability.
Open-Center rotary activated hand pump (steering control unit)	This design meters the oil to the steering cylinder as the steering wheel is turned, allowing quick and precise maneuverability.
Electronic Governor (Gas and LPG engine component)	The Hyster designed Electronic Governor increases available power in the upper speed ranges for optimum engine performance.
(ECM) Electronic control module (gas and LPG engine component)	The ECM controls the spark and fueling functions for optimum engine performance.

PRODUCT REPORT CARD	
	HYSTER
INCREASED PRODUCTIVITY	✓
• Vista Mast and open face carriage design • Seat side hydraulics • Hydrostatic steer system • Electronic fuel injection	
REDUCED MAINTENANCE COSTS	✓
• Chromed plated cylinder rods • Hydrostatic steer system • Transmission oil cooler • Tapered roller bearings	
INCREASED OPERATOR COMFORT	✓
• Elastomeric mounted operator compartment • Four position tilt steering wheel \ column • Hood tight seal and duratread floor mat • Shock mounted steer axle and muffler	
RELIABILITY \ DEPENDABILITY	✓
• Hydrostatic steer system • Unitized frame design • Transmission oil cooler • Vista mast with open face carriage	
SERVICEABILITY	✓
• Boltless and Hinged floor plate • Forward pivoting hood and removable side panels • Standard dash display with LED warnings • Full radius angled roller mast channel bearings	
REDUCED PRODUCT DAMAGE	✓
• Inch brake pedal • Wedge shape design • Vista mast design \ open faced carriage \ integral side shifter • Bar on edge overhead guard design	



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