

## Custom Web Addresses for the Streaming E-Mail

To determine the correct address you should use: 1) look up the name of your dealership in the left column of the table below, then 2) highlight the web address in the right column (on same line as your Dealer name). Type this address into the text-based e-mails you send to customers. Note: Do NOT add "www" to the address.

| Dealer Name                           | Custom Web Address for Streaming E-Mail                                                                           |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| American Machinery, Inc.              | <a href="http://go.hysterusa.com/fortis_streamingemail-haz">http://go.hysterusa.com/fortis_streamingemail-haz</a> |
| Arnold Machinery Company              | <a href="http://go.hysterusa.com/fortis_streamingemail-ha1">http://go.hysterusa.com/fortis_streamingemail-ha1</a> |
| Barloworld Handling                   | <a href="http://go.hysterusa.com/fortis_streamingemail-hax">http://go.hysterusa.com/fortis_streamingemail-hax</a> |
| Bohl Equipment Company                | <a href="http://go.hysterusa.com/fortis_streamingemail-ha4">http://go.hysterusa.com/fortis_streamingemail-ha4</a> |
| Deep South Equipment Co.              | <a href="http://go.hysterusa.com/fortis_streamingemail-ha5">http://go.hysterusa.com/fortis_streamingemail-ha5</a> |
| Equipco Division Phillips Corp.       | <a href="http://go.hysterusa.com/fortis_streamingemail-ha7">http://go.hysterusa.com/fortis_streamingemail-ha7</a> |
| Great Lakes Power Lift                | <a href="http://go.hysterusa.com/fortis_streamingemail-ha8">http://go.hysterusa.com/fortis_streamingemail-ha8</a> |
| Harvey & Company Limited              | <a href="http://go.hysterusa.com/fortis_streamingemail-haj">http://go.hysterusa.com/fortis_streamingemail-haj</a> |
| Hyster New England, Inc.              | <a href="http://go.hysterusa.com/fortis_streamingemail-hac">http://go.hysterusa.com/fortis_streamingemail-hac</a> |
| Hyster Sales Company                  | <a href="http://go.hysterusa.com/fortis_streamingemail-ha9">http://go.hysterusa.com/fortis_streamingemail-ha9</a> |
| Iowa Machinery & Supply Co., Inc.     | <a href="http://go.hysterusa.com/fortis_streamingemail-haa">http://go.hysterusa.com/fortis_streamingemail-haa</a> |
| Johnson Lift - Hyster                 | <a href="http://go.hysterusa.com/fortis_streamingemail-hab">http://go.hysterusa.com/fortis_streamingemail-hab</a> |
| Liftech Equipment Companies, Inc.     | <a href="http://go.hysterusa.com/fortis_streamingemail-had">http://go.hysterusa.com/fortis_streamingemail-had</a> |
| Materials Handling Equipment Co.      | <a href="http://go.hysterusa.com/fortis_streamingemail-hae">http://go.hysterusa.com/fortis_streamingemail-hae</a> |
| McCall Handling Company               | <a href="http://go.hysterusa.com/fortis_streamingemail-haf">http://go.hysterusa.com/fortis_streamingemail-haf</a> |
| MEE Material Handling Equipment       | <a href="http://go.hysterusa.com/fortis_streamingemail-hag">http://go.hysterusa.com/fortis_streamingemail-hag</a> |
| MH Equipment Company                  | <a href="http://go.hysterusa.com/fortis_streamingemail-hah">http://go.hysterusa.com/fortis_streamingemail-hah</a> |
| Modern Handling Equipment             | <a href="http://go.hysterusa.com/fortis_streamingemail-hai">http://go.hysterusa.com/fortis_streamingemail-hai</a> |
| Mid-State Industrial                  | <a href="http://go.hysterusa.com/fortis_streamingemail-has">http://go.hysterusa.com/fortis_streamingemail-has</a> |
| RDO Material Handling Co. (North)     | <a href="http://go.hysterusa.com/fortis_streamingemail-hay">http://go.hysterusa.com/fortis_streamingemail-hay</a> |
| Sellers Equipment, Inc.               | <a href="http://go.hysterusa.com/fortis_streamingemail-hao">http://go.hysterusa.com/fortis_streamingemail-hao</a> |
| Shipping Utilities, Inc.              | <a href="http://go.hysterusa.com/fortis_streamingemail-hap">http://go.hysterusa.com/fortis_streamingemail-hap</a> |
| Stewart & Stevenson                   | <a href="http://go.hysterusa.com/fortis_streamingemail-har">http://go.hysterusa.com/fortis_streamingemail-har</a> |
| United Lift Truck L.P.                | <a href="http://go.hysterusa.com/fortis_streamingemail-hat">http://go.hysterusa.com/fortis_streamingemail-hat</a> |
| Van Keppel Liftruck - KS              | <a href="http://go.hysterusa.com/fortis_streamingemail-hau">http://go.hysterusa.com/fortis_streamingemail-hau</a> |
| VBS, Inc. Material Handling Equipment | <a href="http://go.hysterusa.com/fortis_streamingemail-hav">http://go.hysterusa.com/fortis_streamingemail-hav</a> |
| Vicarro Equipment                     | <a href="http://go.hysterusa.com/fortis_streamingemail-hak">http://go.hysterusa.com/fortis_streamingemail-hak</a> |
| Wajax Industries Limited              | <a href="http://go.hysterusa.com/fortis_streamingemail-haw">http://go.hysterusa.com/fortis_streamingemail-haw</a> |

# **Sample of a Consultative Proposal**

## **Instructions for Using the Electronic Version of this Template**

Note: You must have MS Word installed to use the template.

1. Install the new Multimedia Sales Tool on your computer
2. Locate and open the electronic template
  - File location:  
C:\Hyster Multimedia Tool\Consultative Proposal Template
  - File name: Hyster Consultative Proposal.dot
  - Note: This file is set up as a “template” so that you will always have the original sample for reference. Therefore you will need to use the “Save As” feature to save modified versions of the proposal.
3. Modify the proposal's content to meet your needs
4. Choose “Save As” and save your modified proposal as an MS Word document (with the file extension DOC)
  - Choose your own file name
  - Save it in a logical place on your computer



**Insert XYZ Bearing  
Company  
Logo Here**

**STRONG PARTNERS. TOUGH TRUCKS.<sup>TM</sup>**

**Proposal for:**  
  
**XYZ Bearing Company**

**Hyster Materials Handling Solutions**

**November 4, 2004**

**Presented to:**  
Tom Johnson  
Marie Smith  
Bob Ames

**Prepared by:**  
Andy Jacobs  
Professional Equipment Supply

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November 4, 2004

Mr. Tom Johnson  
 Ms. Marie Smith  
 Mr. Bob Ames  
 XYZ Bearing Company  
 5327 Smith Road  
 Bobsville, CO 80111

Dear Tom, Marie and Bob:

Thank you for the opportunity to submit our proposal to solve the materials handling challenges we've discussed over the past two months. Everyone at Professional Equipment Supply is totally committed to delivering a comprehensive materials handling solution to increase your productivity, reduce your cost of operation and maximize the efficiency of your warehouse operation.

## Sources of Information

Below is a summary of the activities we have completed to identify your objectives and materials handling needs.

| <u>Date</u>      | <u>Personnel</u>                   | <u>Result</u>                                                                                                                           |
|------------------|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| October 2, 2004  | Mr. Tom Johnson<br>Ms. Marie Smith | Completed initial plant survey. Discussed concerns regarding materials handling. Introduced the long-term rental program.               |
| October 7, 2004  | Mr. Bob Ames                       | Discuss fleet management program. Conducted additional plant survey. Spoke with operators and department managers about their concerns. |
| October 15, 2004 | Ms. Marie Smith                    | Discussed safety concerns on new equipment. Presented overview of operator training program.                                            |
| October 23, 2004 | Mr. Tom Johnson                    | Discussed financial concerns regarding purchasing vs. rental.                                                                           |

## Objectives and Needs

Based on all the input received and the completion of our site survey, we identified the following Objectives and Needs:

- 1. Reduce the total cost of operating your lift truck fleet. This includes:**
  - a. Optimizing the size and utilization of your lift truck fleet
  - b. Reducing costs associated with excessive maintenance and downtime
  - c. Reducing costs resulting from damage to your facility, equipment and products
  - d. Maximizing the efficiency and productivity of your fleet
  - e. Minimizing fuel costs for your fleet
  - f. Minimizing the cost to replace aging lift trucks in your fleet
- 2. Increase efficiency and productivity of your lift truck operators, including:**
  - a. Improving the performance and ease of operation of your lift truck fleet
  - b. Reducing operator fatigue
  - c. Improving operator skills and techniques
- 3. Preserve existing capital and minimize upfront investment, including:**
  - a. Exploring options for leasing or financing your fleet
  - b. Evaluating options to outsource your entire lift truck operation (e.g., acquisition, maintenance and replacement)

**Question:** *Have we adequately and accurately stated your Objectives and Needs?  
Are there any other Objectives and Needs we need to include?*

## Recommendations – Executive Summary

In order to accomplish the stated Objectives and Needs, we recommend XYZ Bearing Company retain Professional Equipment Supply to implement a comprehensive Fleet Management Program, for your entire lift truck operation. The elements of this program include:

1. **Replacing 16 of your existing trucks with new Hyster Fortis™ Advance+ S50FT forklift trucks.** In order to minimize your upfront investment, **these trucks will be provided through our long-term rental program.** The appendix to this proposal includes a complete summary of the specs and world-class features of the new Hyster Fortis™ trucks.
2. **Implementing a full maintenance program to service your existing fleet and the new Hyster Fortis™ trucks.** Professional Equipment Supply will provide a full service-and-repair agreement including the following components:
  - a. All planned and full-planned maintenance
  - b. Eliminates your parts inventory and service personnel
  - c. Includes virtually all service and repair issues
  - d. Loaner trucks available 24/7
  - e. One simple monthly fee
3. **Facilitating “Productivity in Motion” Hyster operator training for all operators.** In addition, **we will conduct quarterly operator skills assessments** to accelerate productivity improvements and minimize damage to your facility, equipment and products.

Details of these Recommendations are described below.

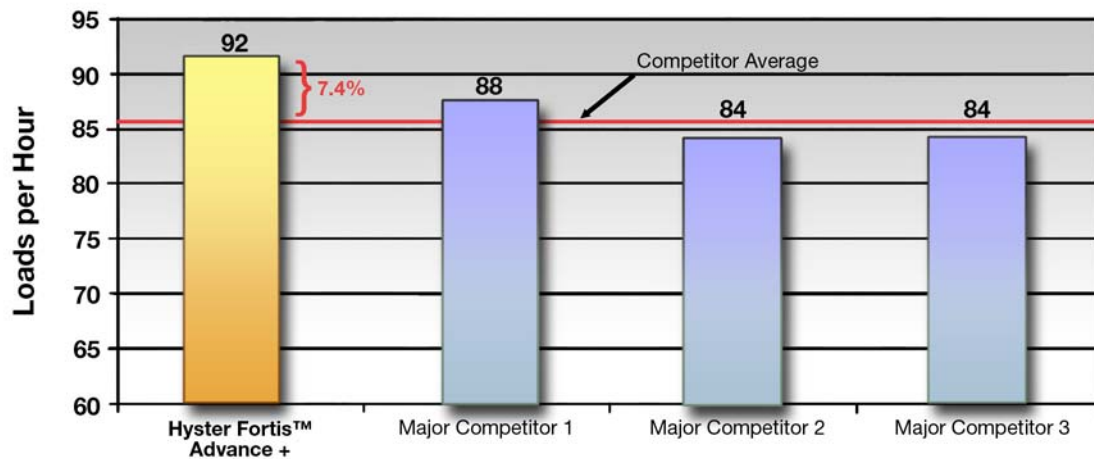
## Recommendations – Details

### Recommendation #1

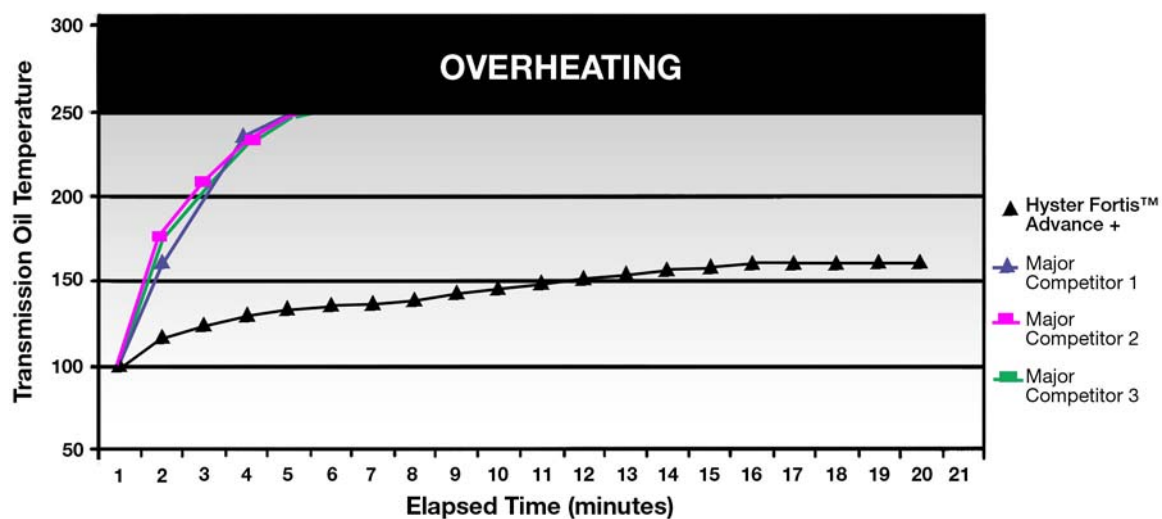
Enter into a long-term rental agreement to upgrade your fleet with 16 Hyster Fortis™ Advance+ S50FT forklift trucks. These world-class trucks provide the following competitive advantages:

### Enhanced Productivity

**Advantage #1:** In Demanding Applications, the Fortis™ Advance+ can move 7.4% more loads per hour vs. major competitors

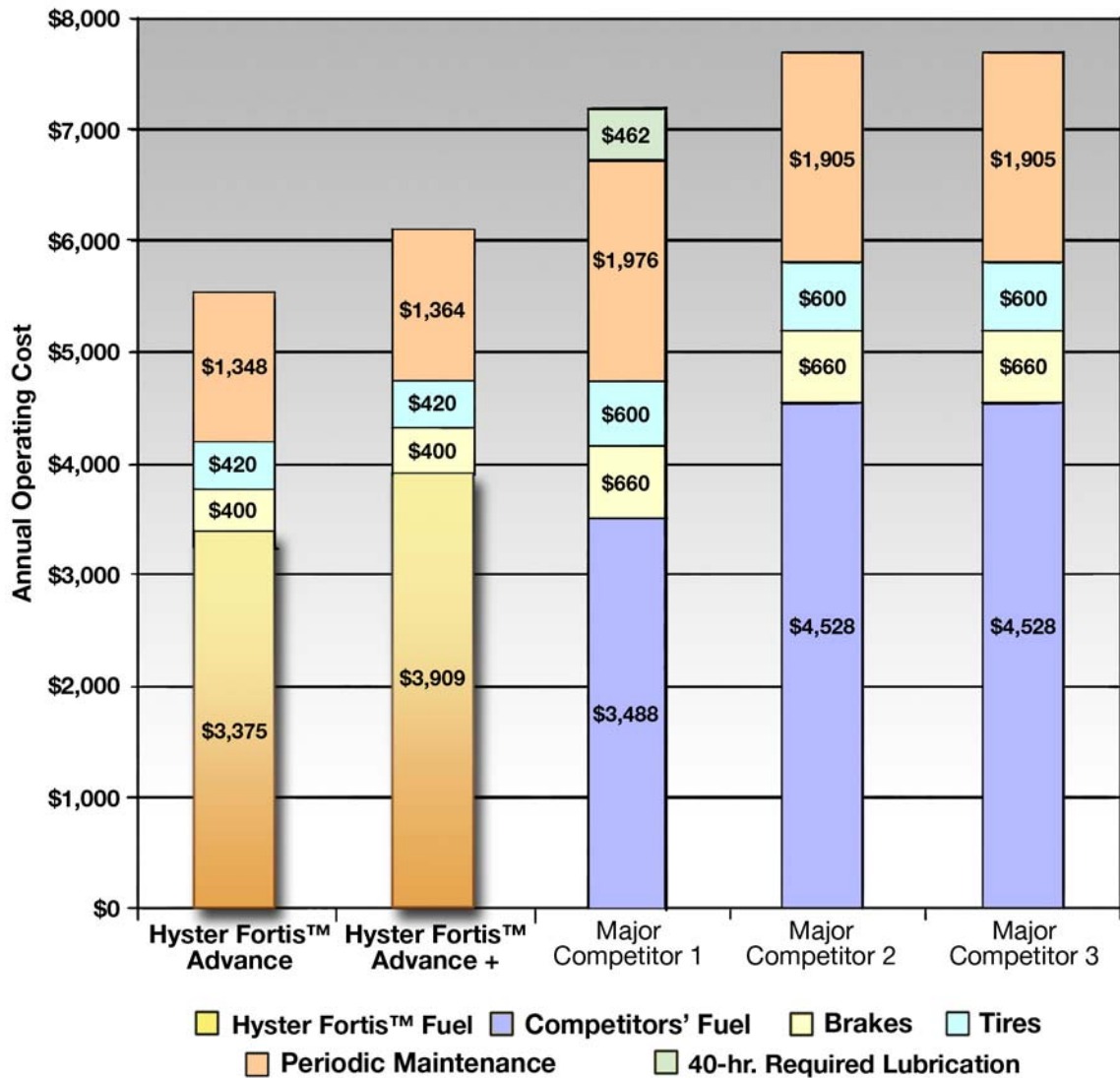


**Advantage #2:** Fortis™ Advance+ keeps running (vs. competition)



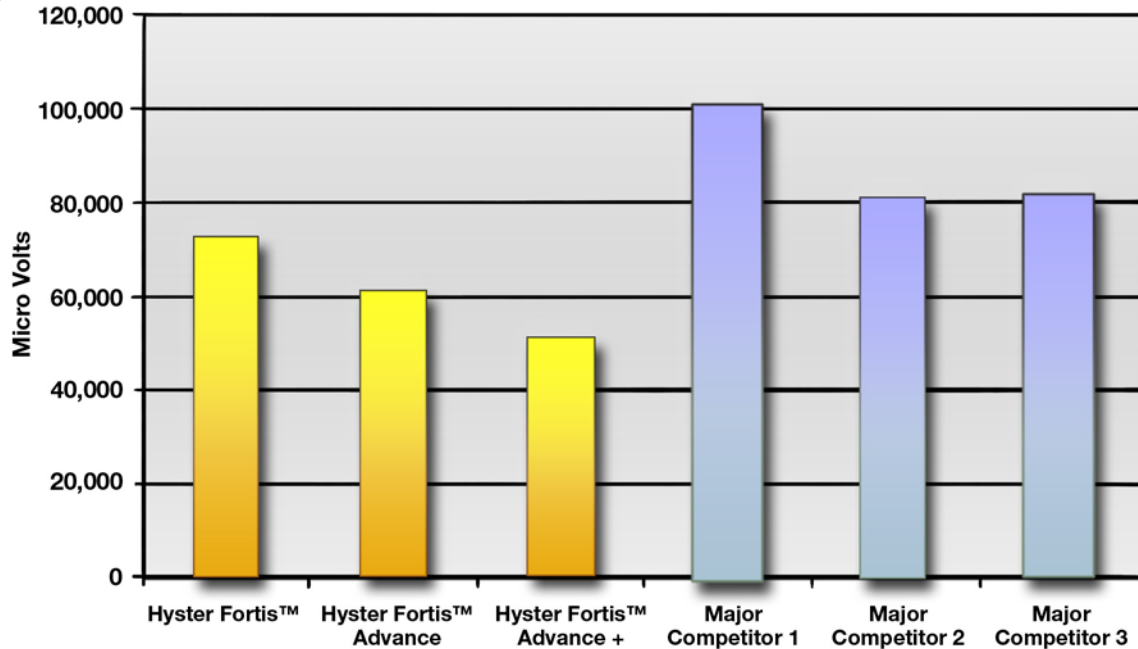
### Lower Cost of Operation

**Advantage #3:** In Intensive Applications, the Fortis™ Advance+ can save over \$1,000 per year vs. the competition. This includes fuel, brakes, tires and periodic maintenance.



## Superior Ergonomics

### **Advantage #4: Fortis™ Advance+ provides lowest operator fatigue**



## Long-term Rental Program

**Describe long-term rental program here**

## Warranty

**Note to Hyster sales professionals: If your proposal recommends purchasing new Hyster trucks, describe the warranty here.**

## Recommendation #2

**Professional Equipment Supply will implement a “Full Service and Repair” agreement** that includes the following elements:

- **Total Maintenance** – Includes every service provided in the Hyster Planned and Full-Planned Maintenance Programs
- **Total Repair Service** – Covers everything from steam cleaning to major repairs. Includes optional equipment pickup and deliver as well as available loaner equipment.
- **No need for parts inventory or service training** – We handle all your service needs
- **Genuine Hyster parts** – OEM-quality parts that meet Hyster’s engineering standards and deliver industry-leading performance and dependability
- **Factory-trained service technicians** – We do the job right the first time, complete the work faster and reduce long-term costs

## Recommendation #3

**Facilitate “Productivity in Motion” Hyster operator training and quarterly skills assessments.** In order to increase the productivity and efficiency of your operators, we will implement the following training solutions:

- Conduct “Productivity in Motion” training for all lift truck operators. This OSHA-approved training program helps protect your personnel, loads and equipment. It increases your operator’s productivity, and offers a 100% satisfaction guarantee. This interactive workshop is completed at your location and can be delivered in multiple sessions to meet your unique scheduling requirements.
- Every 90 days, our trainers will return to complete one-on-one skills assessments with each of your lift truck operators. Included in this service we will observe operators’ driving behaviors, offer suggestions to maximize productivity, answer any questions and deliver a summary evaluation to use in operator performance reviews.

**Question:** *Do our Recommendations make sense, and do they meet your Objectives and Needs? Do you have any changes or upgrades we need to include in our proposal?*

## Strategy for Implementation

In order to deliver these solutions, we recommend the following strategy for implementation:

1. Agree to move forward with implementing our Recommendations in this proposal
  - We need your signature on two original copies.
2. Establish credit approval.
  - Please supply bank and trade references. This is a standard procedure and approval generally takes one to two days.
3. Execute rental and maintenance-program documents and establish timeline for complete implementation
  - This will ensure that everyone agrees on the dates for delivery of the new equipment and our scheduled maintenance program.
4. Coordinate delivery dates and times.
  - Production lead times are 15-18 weeks. In the interim, we will provide you with loaner trucks you can use until the new Hyster Fortis™ trucks arrive.
5. Delivery of Equipment
  - Certificate of acceptance to be executed by appropriate personnel. We will review the equipment operational and safety checklist with your team leaders.
6. Conduct operator training program
  - These classes should be no more than 20 people. Training topics will include daily operational checks, the proper operation of each piece of equipment, and OSHA regulations.
7. Install on site parts inventory and service equipment.
  - We will provide all necessary storage equipment and labor. The on-site service area will be transferred to Professional Equipment Supply on approximately **(DATE)** to begin our full-service maintenance agreement.
8. Set up scheduled maintenance program.
  - Scheduled maintenance will be based on Hyster standards determined by the hourly usage of each lift truck
9. Schedule ongoing operator skills assessments
  - Together, we will identify target dates for the first 12 months for our specialists to complete one-on-one skills assessments with your operators
10. Schedule quarterly review meetings
  - Lastly, to ensure you are completely satisfied, we will schedule quarterly review meetings with you to discuss the strengths of our existing program and any opportunities for improvement.

**Question:** *Does this Strategy for Implementation meet your needs and expectations?*

## Investment Required

To accomplish your objectives and deliver our Recommendations requires the following investment:

**Insert monthly rental details / costs here**

**Insert maintenance program costs here**

**Insert operator training costs here**

**Summarize the financial savings to the customer provided by your recommendations  
... do everything possible to identify the savings in terms of dollars and cents to the customer**

## Summary / Next Steps

Thank you for the opportunity to deliver our Recommendations. Everyone in our organization is totally committed to exceeding your expectations...no matter what it takes.

Below we have identified the total value our customers receive when they choose Professional Equipment Supply. **By implementing our Recommendations:**

1. We guarantee to reduce your total cost of operation.
2. We guarantee to increase the uptime and productivity of your fleet.
3. You benefit from our proven track record of solving the toughest materials handling challenges.

In order to move forward with our Recommendations, we suggest taking the following next steps:

1. Thoroughly review this proposal and answer any questions
2. Receive your signature approval to move forward
3. Execute the strategy for implementation described in this proposal

In summary, we are 100% confident we can reduce your operating costs, increase the productivity of your operators and preserve your existing capital through the implementation of our Recommendations. With your signature below, we can move forward aggressively to order the new Hyster Fortis™ trucks and implement our full-service maintenance program.

Sincerely,

**Andy Jacobs**

Professional Equipment Supply

Signed and Agreed to this \_\_\_\_\_ day of \_\_\_\_\_, 2004.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_

## Appendix

**Include the following items in your appendix:**

- **Summary of your dealership – services, qualifications, advantages, service vehicles, locations, parts inventory, etc.**
- **Summary of specifications and features of the new truck**
- **Terms and Conditions of Sale**
- **Details of your rental terms and agreement**
- **Credit applications**
- **Hyster brochures on the new truck**
- **Testimonial letters from satisfied customers**

# More Test Results Charts to Use in Consultative Proposals

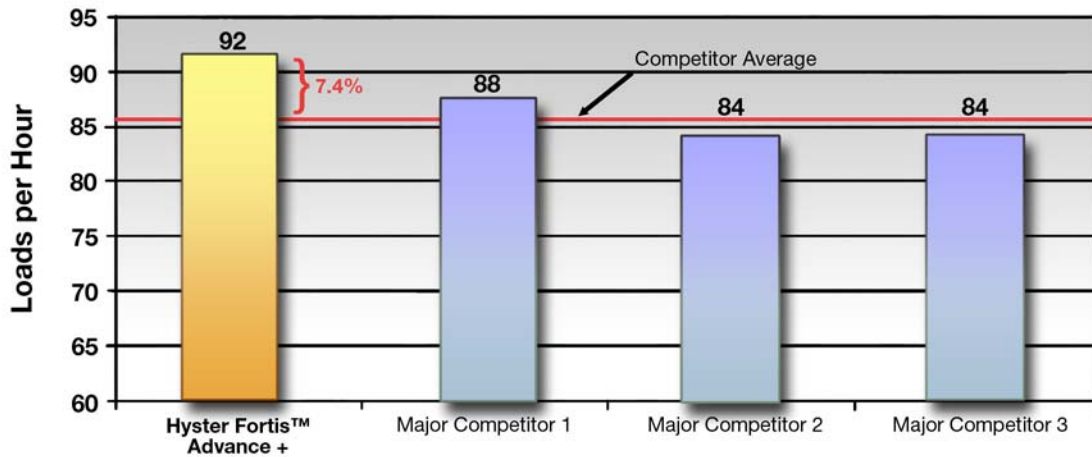
## Instructions for Using the Electronic Version of this Document

Note: You must have MS Word installed to use the template.

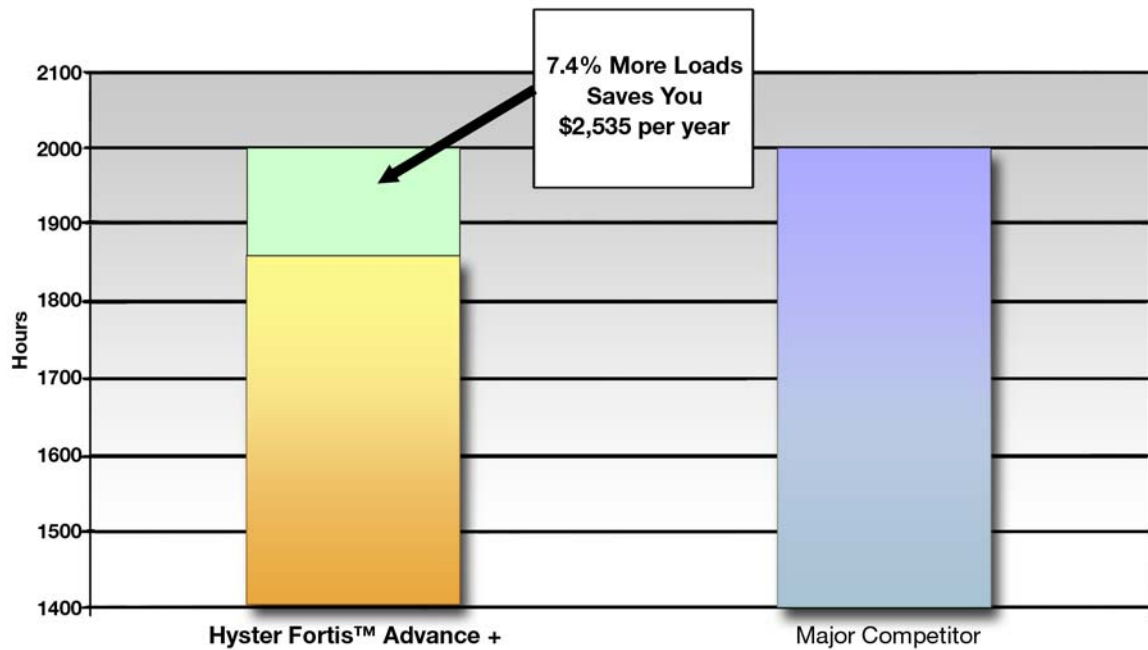
1. Install the new Multimedia Sales Tool on your computer
2. Create your consultative proposal using the template discussed earlier
3. Locate and open the Test Results Charts document
  - File location:  
C:\Hyster Multimedia Tool\Consultative Proposal Template
  - File name: Hyster Test Results Charts.dot
  - Note: This file is set up as a “template” so that you will always have the original sample for reference.
4. Highlight the charts / text you wish to copy into your proposal
5. In the Edit Menu (at top of screen) choose Copy
6. Switch to your consultative proposal, select the location where you want to add the charts / text, and select Paste from the Edit Menu
7. Save your proposal
8. Close the Test Results Charts document
  - Note: Do NOT save changes to this document.

## Enhanced Productivity

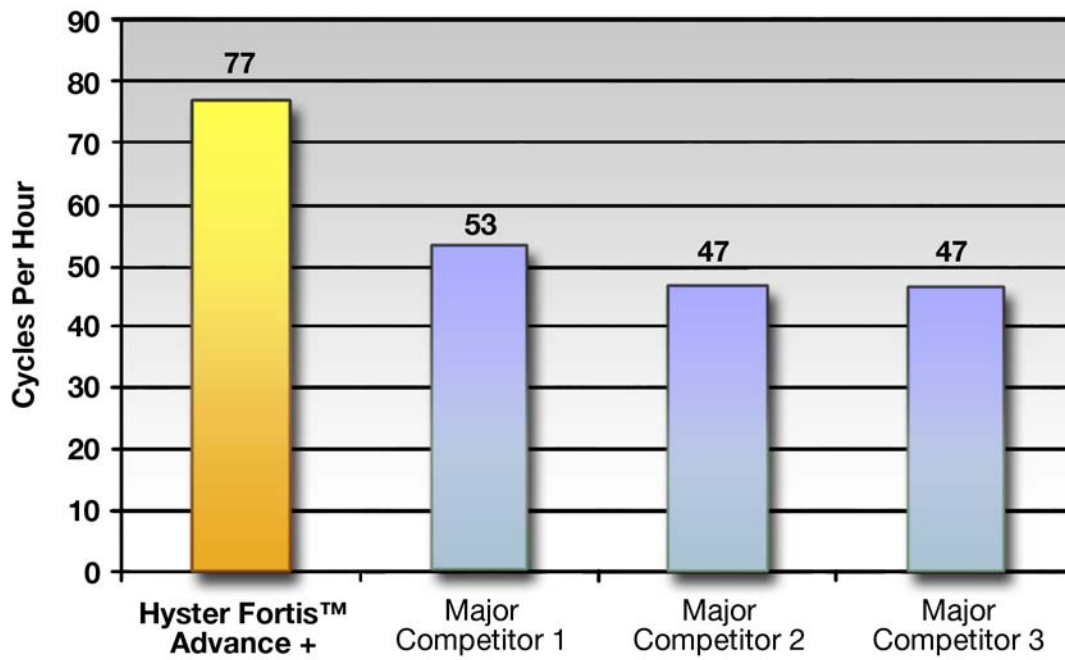
**In Demanding Applications, the Fortis™ Advance+ can move 7.4% more loads per hour vs. major competitors**



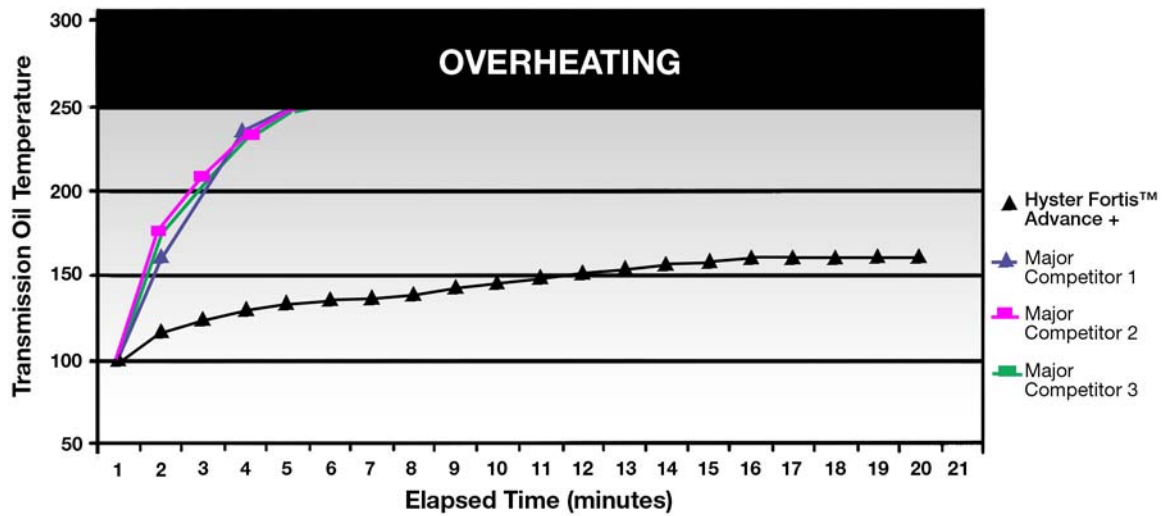
**Fortis™ Advance+ can save \$2,535 per year on material handling costs**



## Increased Productivity

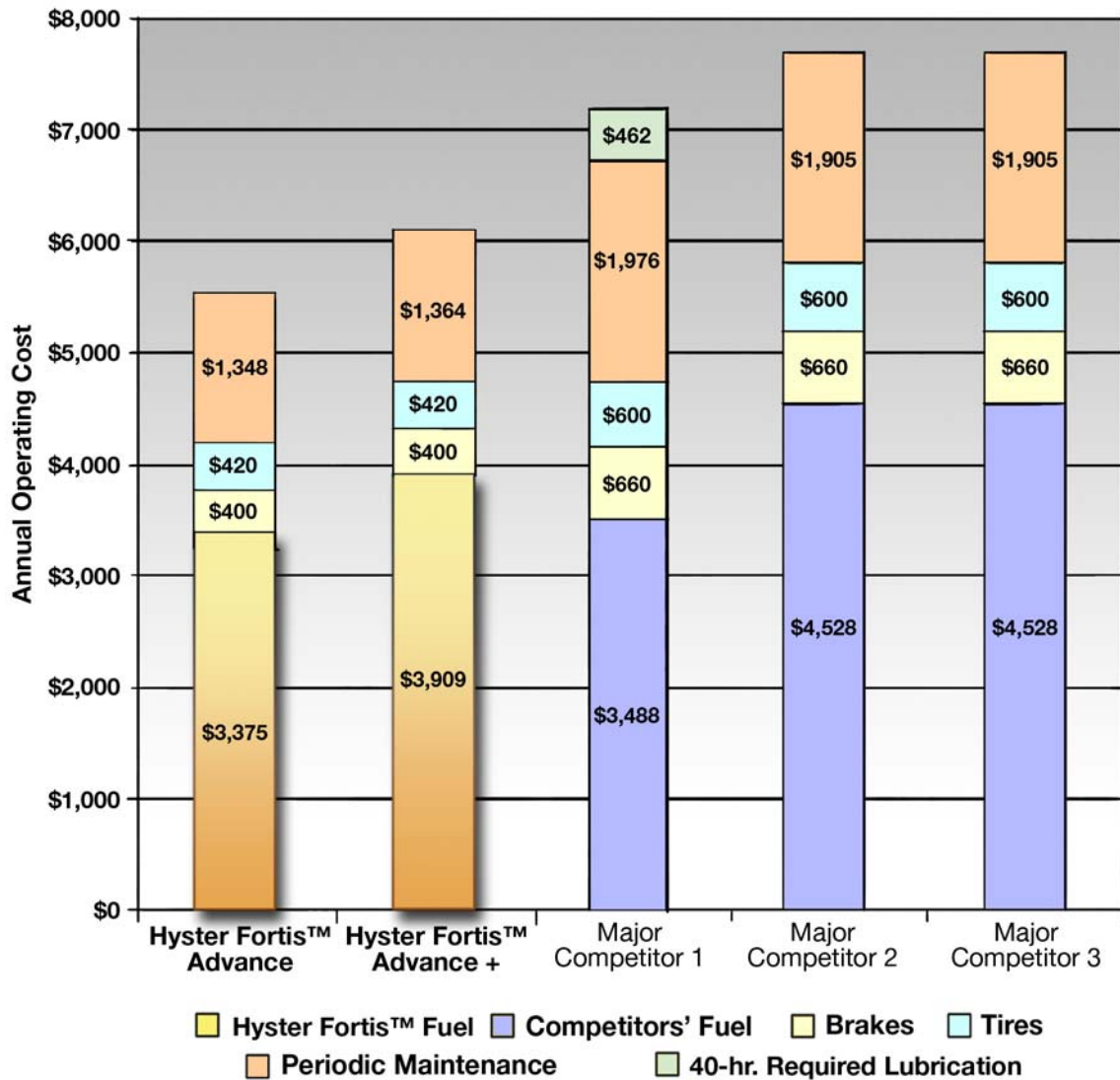


## Hyster Fortis™ Advance+ Truck keeps running (vs. competition)

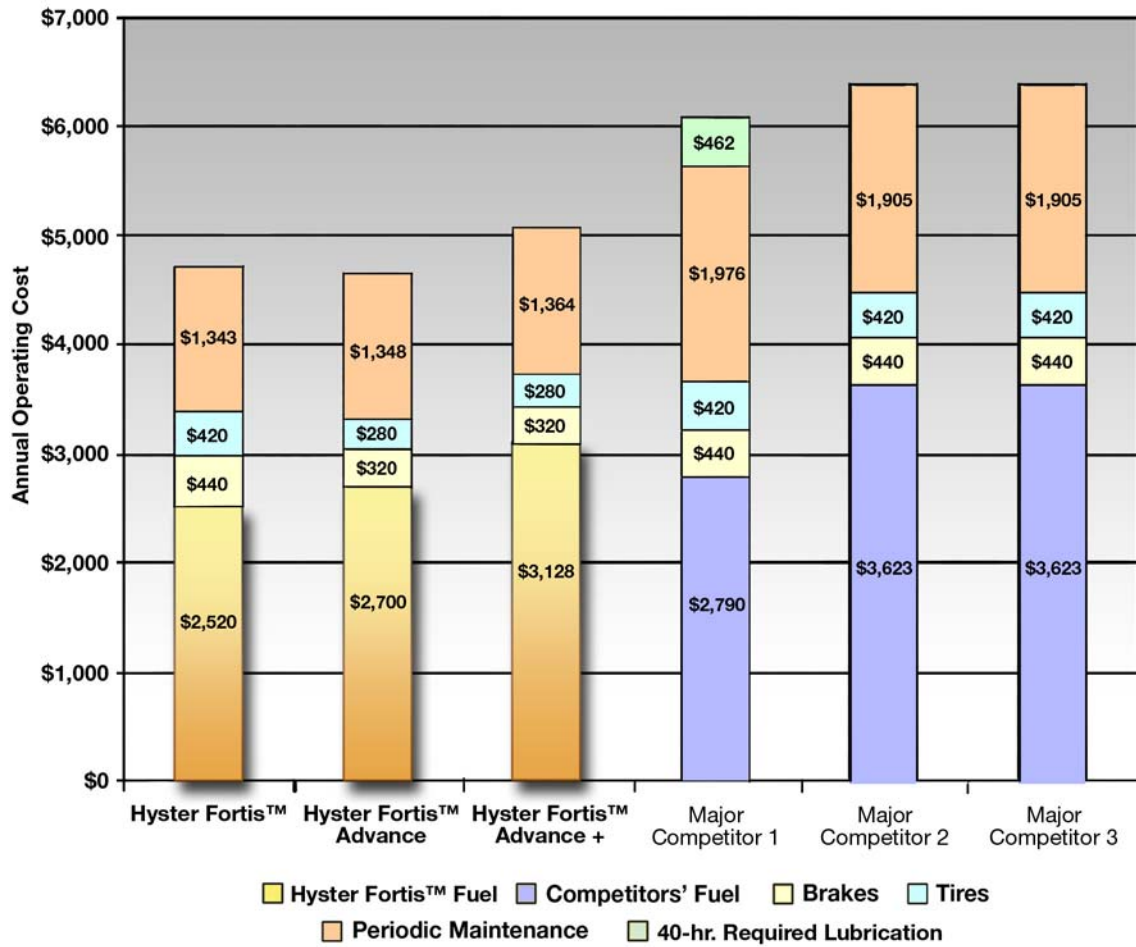


## Lower Cost of Operation

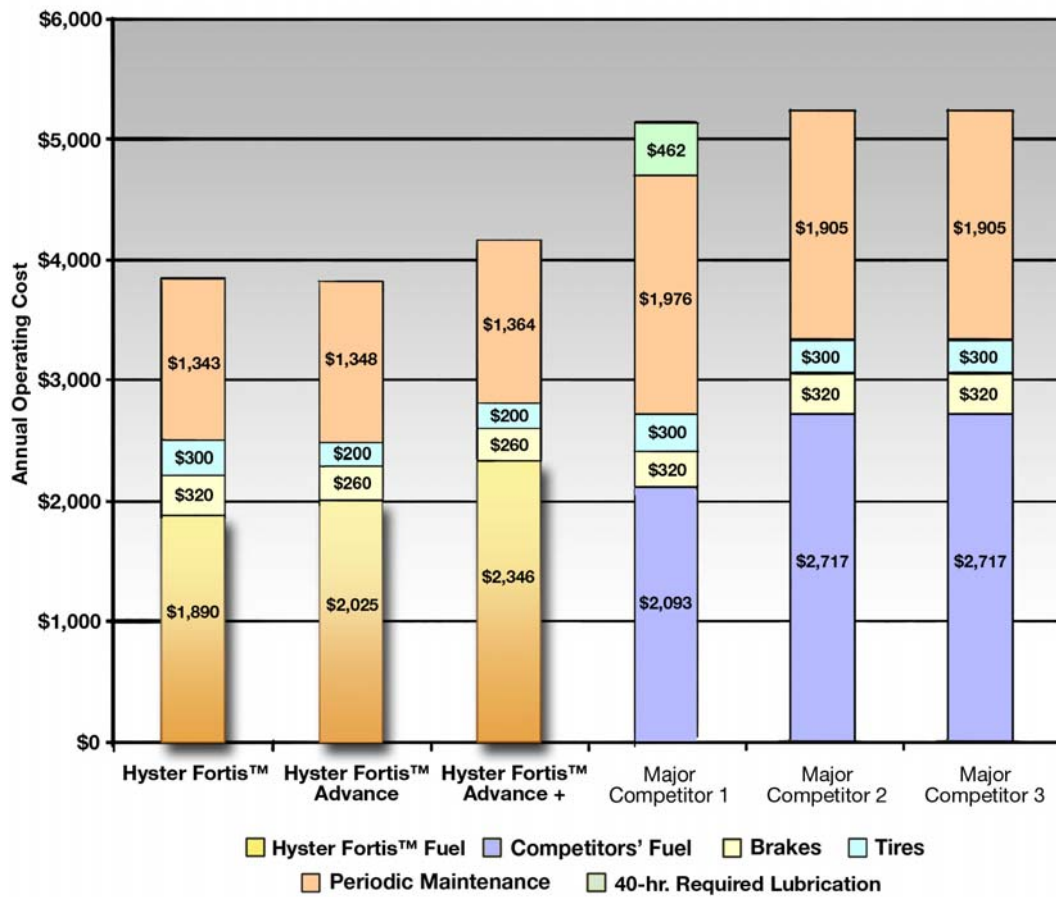
**In Intensive Applications, Fortis™ Advance+ can save over \$1,000 per year vs. the competition. This includes fuel, brakes, tires and periodic maintenance.**



## Savings in Demanding Applications

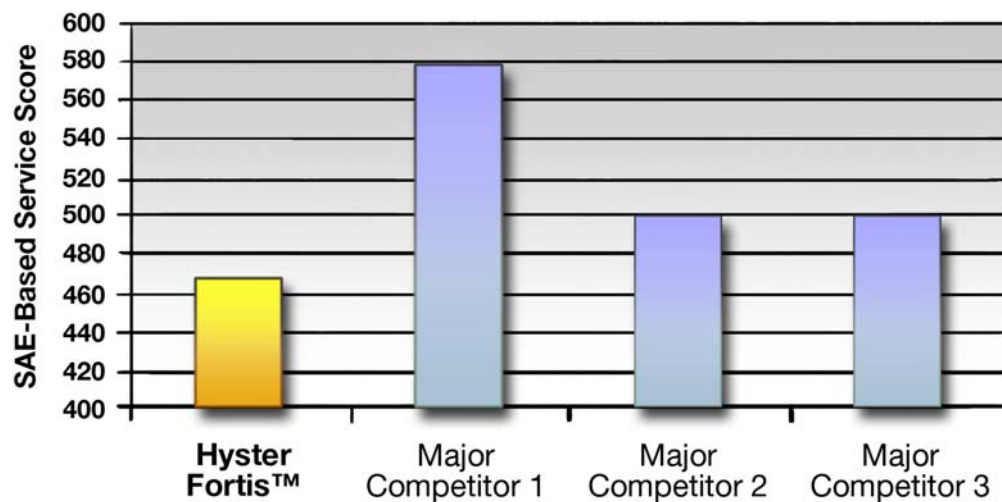


### Savings in Moderate Applications



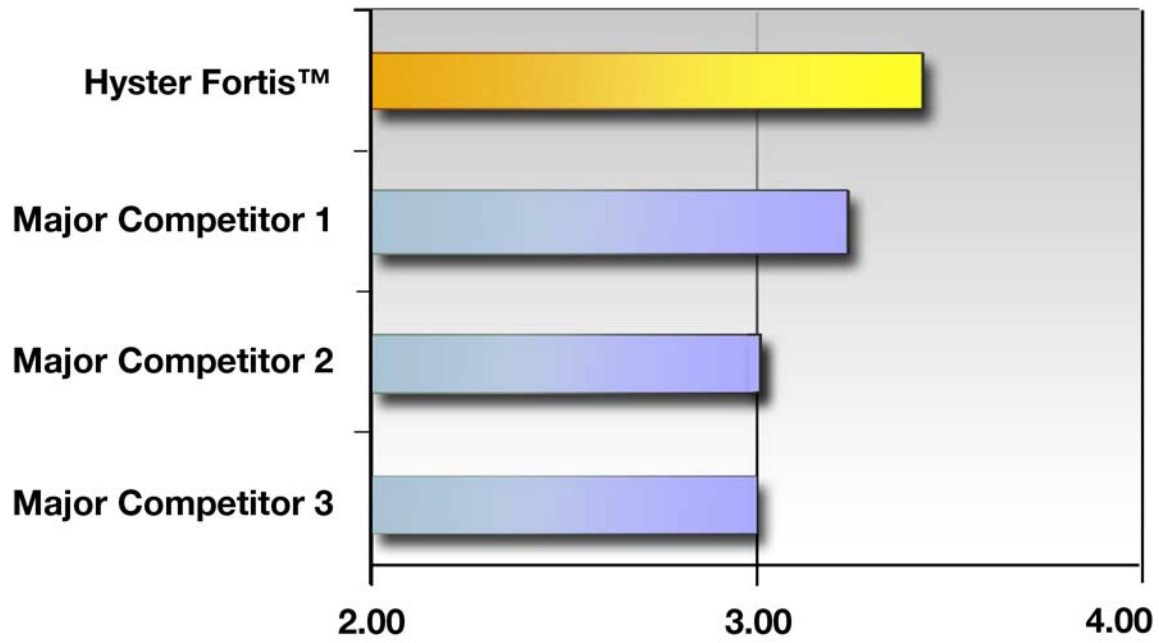
### Easy Serviceability

#### Fortis™ offers easiest serviceability

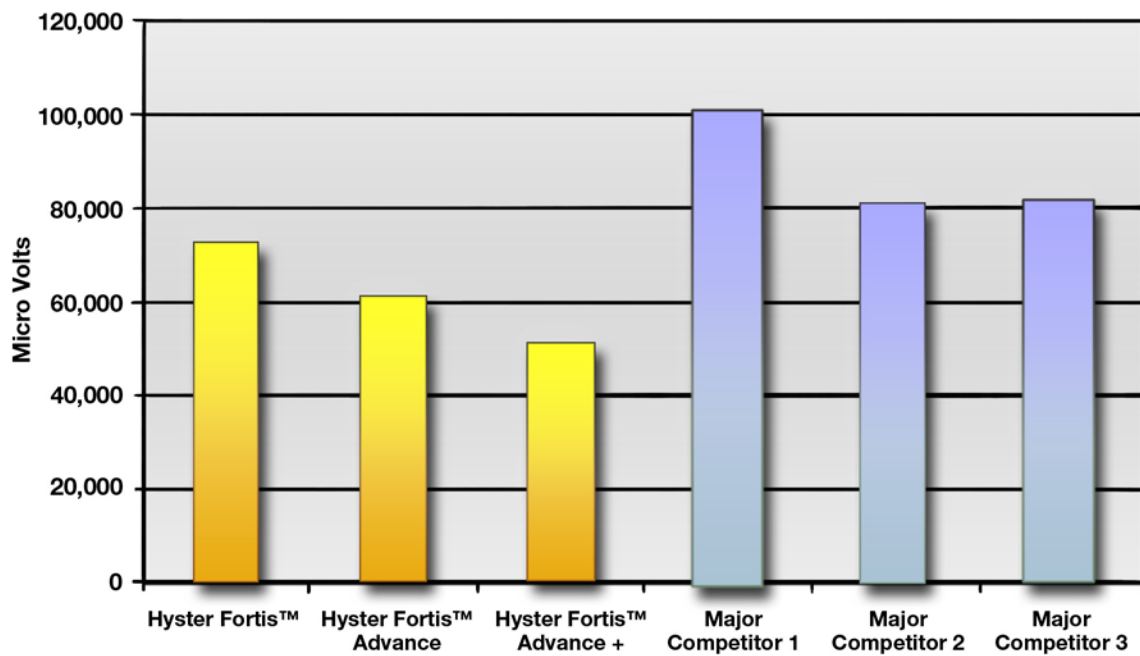


## Superior Ergonomics

### Operators prefer Fortis™ trucks

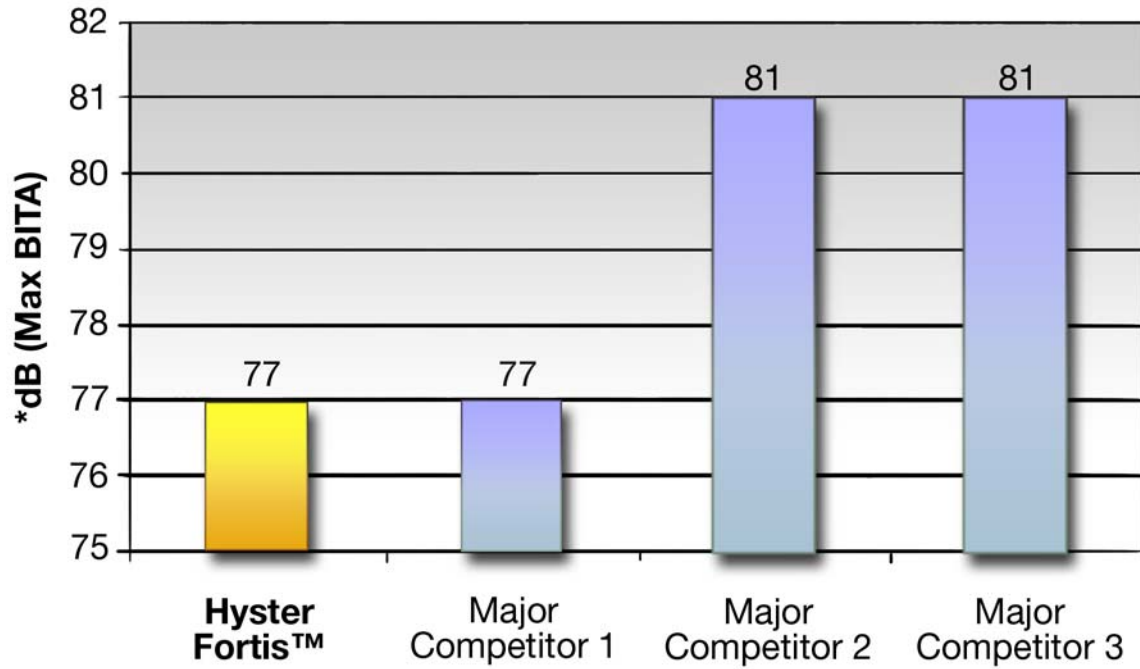


### Fortis™ trucks provide lowest operator fatigue



**Fortis™ trucks have lowest noise and vibration**

**Lowest Noise at Ear**



**Lowest Body Vibration**

