Service Marketing Opportunities
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SERVICE MARKETING

PM DROP, HYSTER SRK (SERVICE REPAIR KITS), TRUCK RENEWAL SYSTEMS, UNISOURCE CHAIN INSPECTION, UNISOURCE FORK INSPECTION

OBJECTIVES

1. To acquaint the Aftermarket Service Representative and other dealer personnel with available programs designed to increase aftermarket sales

2. To provide information about the customer benefits and sales opportunities found in the use of the programs discussed in this training material: PM Drop, SRK, Truck Renewal Systems, UNISOURCE Chain and Fork Inspection and Operator Training

3. To provide knowledge of the resources available from Hyster Company, enabling your dealership to achieve aftermarket sales goals.

OPPORTUNITY

The Aftermarket Service Programs covered in this training packet explain several ways for you to acquire new selling opportunities and increase your earnings from the sale of parts and service from your dealership. You will be more successful in selling these products when you are knowledgeable in the offerings available through your dealership and the manufacturer.

Please obtain a copy of the resources listed below. Read along when each is referenced in the text to increase your understanding.
(Note: PN = Part Number, TRS = Truck Renewal System)
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| Q2+ Times Guides    | PN 852643 – Clark, Allis-Chalmers, Raymond  
|                     | PN 852644 – CAT, Baker |
WHAT IS PM DROP

PM Drop is a CD installed software program which is updated quarterly, designed for customers doing their own in-house service maintenance on lift trucks. It is a systematic way of delivering required maintenance parts in kit form, color coded for the appropriate level of periodic maintenance to be performed and shipped against a blanket purchase order.

Customers do not always schedule or do routine periodic maintenance to their lift trucks. Many customers have their own maintenance department and will not accept outside service work. The PM Drop program is a tool to get your foot inside the doors of these customers to supply Periodic Maintenance parts on a regularly scheduled basis. Success in this area may generate additional parts sales for your dealership and may lead to future service repair work.

CUSTOMER BENEFITS

- PM Drop is convenient - a time-saver because this is one-stop shopping instead of placing purchase orders with a number of suppliers.

- No need to remember to order maintenance parts - it’s done automatically.

- Service life of the fleet is extended when routine, factory recommended maintenance is scheduled and performed.

- A PM Drop software program is available to quickly generate a printed schedule for maintenance. That schedule is based on the customer’s fleet use and environment.

- Printed reports for maintenance as well as the arrival of the PM kits act as a reminder to the customer to do periodic maintenance. This allows him to do forward planning for his or her maintenance and reduce downtime caused by unscheduled repairs.
• Provides a valuable service to the customer at no additional cost. Time consuming research is already done and all the parts for the job are assembled in one package.

DEALER BENEFITS

• Customer base expands through new sales to new accounts
• Exposure in the marketplace is expanded and strengthened
• Revenue from parts sales increases
• Establish potential for future business - parts and service
• Can reduce the number of phone calls to your dealer’s order desk because the customer knows his or her order is placed automatically
• Inventory levels can be planned appropriately because you know in advance the parts needed for stock

SALES REP’S BENEFITS

Long-term relationships spell new opportunities to develop key accounts and added business

PM Drop can be used to get your foot in the door of the customer who purchases new equipment but will be doing his or her own service work. You can beat the competition by making a sales call soon after the new equipment is delivered.

Other potential customers are listed under the section titled “How to Sell PM Drop”. Make an on-site sales call; it gives you the visual opportunity to evaluate the customer’s immediate and potential needs.

You may determine that you can develop a key account due to the number of trucks in the customer’s fleet. The customer may be interested in rental trucks to fill a particular niche or to assure production schedules are met.
If the customer has an aging fleet he may be a prospect for new forklift trucks. Your assessments provide you with valuable sales information, which you can also share with the appropriate departments at your dealership.

**PM Drop may be the missing link in acquiring a full maintenance agreement at some future date.**

The concept of the PM Drop program is to provide customers with scheduled maintenance that will help them reduce downtime and more costly unscheduled maintenance. Therefore, it is important to make follow-up calls to the customer. You may find that even though the customer agreed to the PM Drop program, kits are not used and the schedule for service, which you mapped out for him, is not being done. Many reasons may exist for this situation, which are discussed later in this module.

**PM Drop** - The missing link to obtaining future business for PM’s (Periodic Maintenance).

If you find on your follow-up call to the customer, that the PM Drop kits are not being used, you have a new sales opportunity. The best customer your dealership can have is one that moves from the purchase of routine parts or captive Hyster parts through the steps in becoming a Full Maintenance Agreement (FMA) customer. That’s what makes repeat visits so important.

You have already established a customer relationship through the customer’s need to do routine maintenance using PM Drop. You find that the kits are not used - sell the abilities of your Service Department to do the previously scheduled maintenance set up in the PM Drop Program. Explain that the service will include a regular oil change, filter change and grease job and/or any other maintenance depending on what level of service is scheduled to be performed. Success with this service agreement will very likely lead to additional service and parts sales opportunities.
HOW TO SELL PM DROP

Any lift truck owner doing in-house maintenance is a prospective customer for the PM Drop program - one truck, many trucks, mixed fleets or one-brand fleets. You may have greater success in getting new sales when you focus on customers with multi-truck fleets, but certainly the one truck owner should not be overlooked.

1. **Obtain sales leads**

   Sales leads can be obtained from your Parts Department, New Unit Sales, Rental Department; leads obtained from customers you are already calling on and information gathered from your observations as you make sales calls.

2. **Identify potential customers with in-house maintenance**

   Your first prospects are those who have told you in previous sales calls that they have their own maintenance department. Someone will get this parts business - it may as well be you!

   Using the leads from the New Truck Sales Department, determine which customers will be doing their own in-house maintenance. Again it is necessary to make a sales call as soon as possible after delivery of the unit. Zero in on prospects mentioned earlier in this section.

3. **In-house maintenance customers are not the only targets for PM Drop. Many other opportunities exist**

   There are many sales opportunities, maybe even in your own backyard, if you do the research and leg work to identify that they might be. Consider:

   - Long-term rental customers (What does their rental agreement specify regarding routine maintenance?)
o High ball operation multiple shifts (How will production be affected if a lift truck goes down?)

o Customers having difficulty scheduling PM’s (Will a reminder by receipt of a kit and a computer generated schedule assist customer?)

o Shops with unions (Where are maintenance parts now purchased?)

o Hyster truck owners (Identify Hyster owners who do not buy from you; what other parts/service potential exits? What value-added or additional service can I provide so as to win the account?)

o The hard sell who buys from local will-fit store (Are they receiving quality and do prices match your Everyday Low Pricing?)

Any of these prospects could be a candidate for not only the PM Drop program but also some form of maintenance agreement, which allows your Service Department to do the work. It’s a matter of being in-tune with the customer’s need and using programs at your disposal; it’s being creative in arranging for a forklift maintenance program that keeps the trucks up and running with the least amount of downtime.

4. **Ask probing questions**

Focus on those customers who have a great amount to lose in lost productivity and revenue from lift truck downtime or complete loss of equipment use because proper maintenance was not performed. Ask questions that allow your prospect to provide as much information as possible about his or her forklift usage, including environmental issues. The details obtained set the stage for you to make the best recommendation for forklift maintenance.

5. **Determine the kinds of trucks within a fleet: make, model, serial number, engine and fuel type, ignition system and type transmission**
Many benefits are derived from this kind of information but most importantly the customer receives the right parts at the right time to do the job. This truck database, once established, can be used in other programs found in this training packet, i.e. service repair kits and truck renewal systems, which require the same information before making the sale of the right product for the application.

Remember that environment and application must also be considered when recommending the best maintenance schedule. You may need to customize a PM program (more frequent/less frequent than manufacturing guidelines) based on all the operating conditions and customer input.

6. **Determine who at the customer location is responsible for lift truck servicing and maintenance. Establish whether this person can also place a purchase order for same**

   Time is money; therefore it is very important to identify the decision-making person at the customer location thus eliminating delays in obtaining a purchase order.

**FOLLOW-UP AFTER THE SALE**

**Make follow-up visits to check whether or not the PM Drop Program is being used**

Once a customer accepts the PM Drop program follow-up visits are very important to determine that the recommended maintenance is being performed. Many customers are attentive to maintenance needs. You will not find unused kits at these customer locations.

Other customers find it difficult to remove equipment from service to do a routine maintenance job, especially if the truck is performing satisfactorily or schedules are tight. You may find through your visit that PM Drop kits are untouched,
unused. All too often, preventative action is not taken. The priority to do maintenance happens after the equipment fails.

**Establish a fact finding mission covering reasons why PM kits are not used**

“Why are PM Drop kits not being used to do routine maintenance?” Actually there could be many reasons why the kits are unused. For example: a customer may enroll in the PM Drop Program but neglects to do the maintenance as scheduled -or- at all due to personnel scheduling problems. Why? Perhaps personnel needed to do the PM cannot be taken away from other assignments even though the parts are in place to do the work.

Each customer has his or her own unique situation to consider. Conduct a fact-finding mission with your customer to identify the real causes. Ask questions that probe for not only the obvious reasons but the hidden ones as well. Your customer will appreciate your interest in the success of his or her business.

Depending on the reasons uncovered, you can use your “fact finding data” as an opportunity to sell the service capabilities of your dealership. Explain to the customer his or her advantages in using your dealership’s qualified technicians to maintain the service life of existing equipment. The customer can maintain productive work schedules. Your dealership benefits from a new service customer.

**Are the actual hours each lift truck is used correctly recorded in your computer report?**

Many times it is not practical to physically look at the hour meter on a truck when you are making a program presentation to a customer; you and the customer may estimate them. In some instances the customer may keep a record of truck hours. But, without a written record the customer may over or under estimate the number of hours that a truck will accumulate in a given period of time. Now is the time, in your follow-up visit, to confirm the hourly information so that maintenance
is not performed too soon or too late and that the appropriate type
kit/maintenance is recommended.

**Look for the opportunity to sell parts and service upgrades**

Let’s consider the customer who uses your Service Department to do basic
maintenance. You are in a good sales position to advance that customer to the
Basic + Periodic Maintenance program and on to a Customized Maintenance
program. To do that, point out the advantages and value of doing additional
factory recommended maintenance. Discuss the numerous benefits of well-
maintained forklifts that are more dependable, have an extended service life and
reduced downtime. Once the customer sees the success of the Basic and the
Customized Maintenance programs, you now have a prospect for the General
Maintenance Agreement (GMA), and finally the Full Maintenance Agreement
(FMA).

Let’s look at a brief description of the programs that can result in sales if you take
advantage of making PM Drop Sales calls:

**PM** - Periodic maintenance and inspections performed at the following factory
recommended service intervals:

- Basic PM  every 250 hours
- Basic+  every 1000 hours
- Comprehensive   every 2000 hours

These kits are color coded for easy identification by the customer and are
discussed in the section titled “How to Use Color Coded Reports and Kits.”

**GMA** - An agreement to perform all service (PM and repairs) on a time and
material basis, or at a fixed cost. Sold to customer with existing equipment as an
aftermarket sale.
**FMA** - An agreement to perform all service (PM and repairs with noted exceptions such as seats, tires and abuse) usually at a fixed cost. Sold to the customer at the time the truck is purchased.
HOW TO USE COLOR CODED REPORTS AND KITS

Three types of kits for trucks are available and are color-coded for easy identification

We want to make it easy for your customer to identify those parts he receives automatically from his or her blanket purchase order. You have an advantage when you use the PM Drop software. The program has been designed to produce a color coded weekly, monthly, or yearly report. The report is used to schedule the maintenance requirements of a customer’s lift truck fleet. Color coded bars on the report identify what truck(s) are scheduled for maintenance, the time frame in which it is to be done and the level of PM to be performed. Colors on the report match the color dots physically found on the kits when they are delivered.

The PM Drop Software is included on the Q2+ CD’s that are sent out quarterly.

Use the PM Drop program to demonstrate the scheduling process to the customer

You will want to become familiar with the use of the PM Drop software. As you arrange your sales call, plan to make a customer presentation (demonstration) about how the PM Drop scheduling process works. This visual aid will greatly improve your chance of making the sale.

Obtain a Q2+ CD, which contains the PM Drop program, and a copy of the user instructions as mentioned earlier. The user instructions will give you step-by-step instructions for inputting data obtained from your customer. For each customer, you will enter customer and truck information into a database. The truck information is calculated to determine and generate PM schedules based on the service intervals for each unit. The system retrieves the PM kit number, calculates the month and week for service and can produce dealer and customer reports.
You will also need starting hours on the truck. Use the hours on the truck at the
time you are quoting the program. The customer should have provided the hours
per week the truck is used. Estimate this information for your practice if you do
not have it, but remember that you will need to confirm these figures once the
customer purchases the PM Drop program.

The program automatically assigns PM kit numbers to each unit based on the
make, model, serial number, engine/fuel type, ignition system and transmission.
When you feel comfortable using the program, you are ready to present it to your
customer.

Your customer will find it easy to schedule needed maintenance by using
the report that you provide from the program.

You and your customer identified and planned the maintenance needed for each
truck using all of the information gathered in your sales calls. Provide him with a
color-coded report, which immediately identifies the type maintenance due for a
particular unit and in the time frame agreed upon. A general description of each
of the kits follows:

**Basic Kit - Color code yellow (B PM at 250 hours)**

Consists of engine oil filter, air filter, mast grease and a maintenance check list

**Basic+ Kit - Color-code green (C PM at 1000 hours)**

Consists of rotor and spark plugs, plus: order the Basic Kit

**Comprehensive Kit - Color-code red (D PM at 2000 hours)**

Consists of fuel, transmission and hydraulic filters, distributor wire plus: order the
Basic & Basic+ kits. It provides for changing all fluids, inspection of brakes and
wheels and a thorough inspection of truck.
(Note: Oil and aerosol sprays are not supplied as part of any kit).

**Your Parts Department schedules automatic PM Drop kit ordering**

Just-in-time delivery is advantageous to your customer. It keeps inventory off the shelf until it is actually needed. Kits are shipped automatically based on the data you have prepared using the PM Drop program. When your customer receives the kits they serve as another reminder to do routine maintenance. Advance planning is the key to the efficient ordering of PM kits and should be coordinated with your Parts Manager. A copy of the PM Drop report will supply the name of the customer and the kits needed. Talk to your Manager and Parts Manager to determine how your dealership administers this program.
LET’S REVIEW THE PM DROP PROGRAM BENEFITS AS APPLIED TO YOUR CUSTOMERS

1. Customer may not take the time to do manufacturer’s recommended maintenance. The arrival of PM Drop kits is their reminder

2. PC based software program produces easy to read and follow PM schedules

3. Proper kit number is automatically assigned

4. Predetermined kits are shipped at agreed upon PM intervals

5. Customer and dealer have opportunity to do advance planning for maintenance activities

6. Assures needed parts are on hand for scheduled maintenance - helps reduce downtime and protects investment

7. Just-in-time delivery conserves inventory dollars and shelf space.

ADDITIONAL INFORMATION

Refer to the sections of this training manual covering information on Hyster SRK’s, which can be used in conjunction with PM Drop. Questions regarding the PM Drop Program can be addressed to your Regional Aftermarket Service Manager or you may contact John Russian at aajrussi@nmhg.com or 252-931-5765.
SRK’s (SERVICE REPAIR KITS)

WHAT IS A SERVICE REPAIR KIT?

It’s a complete repair job in a box! No need to spend time searching through parts books, microfiche or other resources looking for vital parts information. No second-guessing whether you need to include this part or that part for a complete job. The SRK catalog (Part Number 852871) is your one resource to locate over 500 kits which service major components in IC and Electric Hyster forklift trucks. Kits are available for all common repairs, i.e. Brakes, Tune-ups, Periodic Maintenance, Steer Axles, Contractors, Cooling Systems, Transmissions and Decals.

CUSTOMER BENEFITS

• Using a kit saves labor hours and promotes productivity.

• Value added service - all the necessary parts research has already been done saving valuable time and reducing internal labor costs.

• Customer receives the right parts for the right job. Hyster lift truck is not left “down” because of one part that is needed but was not ordered.

• One purchase order is placed vs. several orders with multiple suppliers.

• Over-the-counter customers are in and out of the dealership more quickly, which saves money for the customer.

• Reduces rework - having all the right parts lets the job be done right the first time.

• Kits are priced up to 5% less than purchasing parts individually.
MULTI-BENEFITS FOR DEALERS WHO USE SRK’s

All dealership Aftermarket areas benefit from the use of kits. Hyster Company researches all of the information necessary to supply the right kit for the job to be done.

The Dealer Parts Department

• Costly research time, using multiple sections of the parts microfiche, looking up all the parts required to do a job, is eliminated.

• Parts personnel are more efficient because fewer bin trips are required to get parts.

• Consignment inventory can be placed at the customer location to reduce the number of orders that must be placed and the amount of inventory stocked in dealer’s inventory.

The Dealer Service Department

• Productivity is improved because technicians have immediate access to the right kit for the right job.

• Time spent in determining that all the parts to complete a job have been ordered/requested is reduced.

• Reduces rework and travel time due to having all of the correct parts to complete the repairs.

The Dealer Rental Department

• Helps reduce downtime of rental units being repaired allowing for better rental availability and revenue

• Cuts parts ordering time
• All the parts required to do a repair job are available in one kit. Reduces rework and downtime

**The Aftermarket Sales Rep**

• Kits are an excellent selling tool.

• You can promote “do it right the first time”.

• Satisfied customers who use kits will be an easier-sell for the next job.

• Kits are generally priced up to 5% less than parts purchased individually. Price conscious customers will appreciate the savings.

• A very important aspect: Competitive parts suppliers do not have a like part number for Hyster Company’s SRK’s as they do for the single part numbers.

• Regular placement of consignment inventory at the customer location represents sales revenue.

**SRK CATALOG OVERVIEW (PN 852871)**

(Use a copy of the catalog to follow along with the following information)

The SRK catalog is a user-friendly guide to find service repair kits for both current and non-current IC and Electric Hyster lift trucks.

• The first 20 pages of the catalog are charts listing the truck model followed by the kit number for the type of job to be performed.

• Illustrations provide a generic composite of the kit. (Not all kits contain the same parts) Many questions are quickly answered when you can see what parts make up the kit.
• The remainder of the catalog provides the kit part number in numerical sequence. You will note that the content of each kit is listed and the part number identifies each component of the kit.

**ADDITIONAL INFORMATION**

Your Regional Aftermarket Sales Manager can furnish additional details or you may contact the Service Marketing Manager, John Russian at aajrussi@nmhg.com or 252-931-5765.
TRUCK RENEWAL SYSTEMS

DEFINITION OF TRS

A Truck Renewal System is a modular kit containing the necessary parts to renew a specific component or system within a Hyster lift truck in accordance with Hyster specifications. “This program takes a systematic approach of inspecting and identifying key wear areas and repairing and/or replacing those items that may be affecting the truck’s performance.” Kits for the following Hyster models are currently offered:

S40-60XL E40-60XL
H40-60XL H150-275H
H60-90C S125-150A

SELLING TRS - ITS BENEFITS

An alternative to capital expenditure
(SAVE CAPITAL OUTLAY)

A customer may be prohibited from the purchase of new equipment by cost and his or her limited capital. This may be particularly critical to the customer with an in-house system built around a specific model forklift. Replacing only a particular component or system within a forklift could be the most economical way to continue the service life of a truck and save the expense of purchasing new equipment.

Make a sales call to the customer. Ask fact-finding questions to determine the effects of downtime, repeated repairs to the same systems and the critical nature of a unit to the operation of the business. Determine the customer’s plans for equipment replacement and what investment he plans to make in existing equipment. Based on your findings, ask for an appointment to do a truck condition report.
Evaluate customer’s need and interest in purchasing TRS
(EXTENDED SERVICE LIFE - EQUIPMENT VALUE)

Take a copy of the Truck Renewal System: Condition Report (P/N: 871736) with you on your sales call to determine the current condition of your customer’s lift truck(s). Areas covered by TRS include: Brakes, Engine, Cooling, Electrical, Front End, Charging, Hydraulic, Steer Axle, Transmission, Fuel and Appearance. Evaluate these areas of the truck, record your findings and then discuss them with the customer. Use the comprehensive data previously obtained in your questions to determine the best recommendation about the use of TRS kits.

Kits vs. individual parts represent cost savings
(ELIMINATE REPEAT REPAIRS & SERVICE CALLS)

Typically, the purchase of a truck renewal kit will result in a 6-12% savings when compared to the purchase of individual parts to do the same job. “Renewing” the troublesome component(s) can eliminate Labor and travel costs incurred from repeated repairs to the same truck system.

Refer to the Labor Times Guide on page 3 of the Dealer’s Guide (part numbers 871803, 871755 or 871851) to estimate the labor costs for the TRS selected. Your Parts Department can assist you with the cost of the TRS kit vs. the price of parts purchased separately. Ask your customer for labor, travel and parts cost information from past repairs for comparison to the TRS quote under consideration - or - obtain the same type data from your dealership to calculate the kit savings.

Warranty
(PROTECTS THE TRS INVESTMENT)

Your customer will want the assurance that a significant investment in labor and replacement costs has the manufacturer’s support. All TRS kits parts are warranted to be free of defects in workmanship and materials for 6 months as
provided in the Hyster Industrial Truck Products Warranty, P/N 871830 or 871831. Fifty percent (50%) of labor costs are reimbursable based on the stated policy found on page 2 of the Dealer’s Guide, part numbers 871803, 871851 and 871755. This warranty provides you the opportunity to tell your customer that his or her investment is protected.

**Financing is available**

Financing is available, if needed, for your customer. A pre-requisite to financing is that the customer holds a clear title to the forklift. Other criteria are also applicable. Contact your Regional Aftermarket Sales Manager for details.

**ADDITIONAL INFORMATION**

Sales support material is available to assist you. Acquaint yourself with each piece of literature, especially the labor times guide found on page 3 of the Dealer’s Guide booklets. Remember that your Regional Aftermarket Sales Manager can assist you with the sale of a Truck Renewal System. Feel free to call on him.
UNISOURCE CHAIN INSPECTION AND MAINTENANCE

PURPOSE OF CHAIN INSPECTIONS

Each lift chain on every forklift should be inspected and lubricated at the service intervals recommended by the manufacturer. Inadequate maintenance of lift chains account for many complaints of unsatisfactory performance. The Aftermarket Sales person has the opportunity to educate new and existing customers of the importance of routine chain maintenance and early problem detection.

Some of the reasons to promote chain inspection are:

Promote chain integrity

Increase service life of chain

Reduce downtime due to chain problems

Many dealers offer a free chain inspection as a sales tool to obtain service agreements.

This can be a door opener to new sales prospects or customers, existing ones, too. You have the opportunity to make other recommendations for parts and service while making a sales call to do a chain inspection - tires, PM programs, forks, accessories and many more. You, the Aftermarket Sales Rep, benefit from unlimited sales potential that starts with a very simple, yet marketable program - a routine check of chain. Your dealership benefits from increased revenue that you were successful in acquiring.

CUSTOMER BENEFITS RESULTING FROM CHAIN INSPECTIONS

- A complete chain inspection will be performed at the customer’s location by qualified dealer staff
• Customer can receive a management report, computer generated, summarizing the chain condition and recommended action for each truck in their fleet

• Promotes maximum service life of chain

• Increased productivity through preventative maintenance

• Reduce repair costs - replace chain before other costly repairs result from faulty chain

WHAT TO LOOK FOR WHEN PERFORMING A CHAIN INSPECTION

ELONGATION

If a chain is elongated (lengthened) 3% or more it must be replaced. The strength of the chain could be reduced. Use the chain wear gauge, part number 871797, to make the proper determination.

RUST CORROSION

Rust and corrosion may cause side plate cracking and reduced load carrying capacity. Dry chain should be lubricated; chains must always be completely protected by a film of lubricant. Here is an opportunity to increase awareness and sales of chain lubricant part number 171350.

CRACKED PLATES

Chains must be replaced if a crack is discovered.

PROTRUDING PINS

Heavily loaded chains operating with little lubrication generate friction between pins and plates. Over time, pins may turn and slowly work out of the chain.

MISALIGNMENT
Excessive misalignment is determined by a wear pattern on pinheads and outside plates. This situation may damage the chain and sheaves and cause internal friction in the chain.

**CHAIN ANCHORS AND SHEAVES**

Check chain anchors for wear, damage and incorrect alignment. Anchors with worn or broken fingers must be replaced. Chain anchor pins and their retention should be checked and pins replaced as necessary.

**AVAILABLE SALES TOOLS**

- A PowerPoint presentation, UNISOURCE Chain Inspection and Maintenance, is available with the purchase of UNISOURCE chain in a predetermined quantity. Your Parts or Service Manager can provide additional details. The program generates a report summary of the chain condition and recommended action based on your findings from the inspection. Your customer will appreciate your professional approach to their equipment service needs. This presentation is also available on the Q2+ CD.

- Chain gauge part number 871797, which can be ordered through your Parts Department, is a must before you make your first customer call.

- High quality chain that conforms to ANSI standards and available in common sizes and types is available through the UNISOURCE Chain Program at everyday low pricing. Your Parts Manager can supply you with extensive information about this program.

- The UNISOURCE parts warranty, 6 months from date of installation, is applicable to all chain. Refer to the UNISOURCE Extra Value catalog for the complete warranty.
ADDITIONAL INFORMATION

The UNISOURCE Parts Extra Value Catalog provides extensive information about chain, including the ANSI B29.8 Standards. Your Parts Manager can bring you up-to-date on the bulk chain program and how your dealership handles it. Again, your Regional Service Marketing Manager can be a great resource; call him if you need help or clarification in any area.
UNISOURCE FORK INSPECTION AND MAINTENANCE

PURPOSE OF FORK INSPECTIONS

Kenhar, Hyster Company’s fork supplier, has supplied the following industry standard, User Fork Wear Standards, ASME/ANSI B56.1C – 1993 which states the following:

“6.2.8 Inspection and Repair of Forks in Service on Lift Trucks

(a) Forks in use shall be inspected at intervals of not more than 12 months (for single operations) or whenever any defects or permanent deformation is detected. Severe applications will require more frequent inspection.” The complete ASME/ANSI standard is found under “Forks” in the Extra Value Catalog.

Forks are a critical part of the everyday operation of lift trucks.

The stresses, strains and shock loading to which these parts are subjected make it important to inspect them regularly and to replace forks when they are found to be worn or damaged. This important aspect can be stressed to new, existing and potential customers. Many dealers offer a free inspection as a tool to increase sales of parts and service.

CUSTOMER BENEFITS FROM FORK INSPECTIONS

• Reduce downtime due to fork problems

• Reduce product damage caused by worn or bent forks

• Qualified dealer staffs make the inspections

• Can receive a management report summarizing the fork condition and recommended action for each truck in the fleet
• Aftermarket rep is on site and can recommend the right fork length and style from the many offered by Kenhar, the leading fork manufacturer in North America.

**BENEFITS FOR THE AFTERMARKET REP**

**The dealer sales rep can become a professional for the customer**

The findings of a fork inspection will alert your customer to potential fork problems. You can record your findings for the customer on a computer generated inspection report. The program is made available to you on the Q2+ CD.

***NOTE*** Never tell a customer the forks are okay. Simply leave the report information for the customer’s review and note your findings.

A caliper, part number 3120217, is your tool to measure the fork wear.

The caliper can be ordered through your Parts Department. It’s a good idea to carry it with you so you will be prepared when the opportunity arises.

**New doors can be opened for increased sales**

Everyone likes the idea of a free service. If your dealership participates in free fork inspections, you are in a good sales position to evaluate other parts and service needs at the customer location.

**CAUSES OF FORK WEAR AND DAMAGE**

Use the fork inspection visit as an opportunity to talk to your customer about his or her forklift work applications. Inquire about the number of hours the units are used; determine the work environment where the equipment is used; ask whether they do operator training. Take the opportunity to do a quick general evaluation of the forklift trucks so you will be able to discuss some of the areas that frequently cause normal wear or unusual wear and damage:
• Improper chain adjustments

• Improper operation of truck

• Normal wear from use over time

• Use beyond rated load capacity

• Application environment

• Tire wear

Obtain a copy of the ASME/ANSI B56.1C User Fork Inspection and Wear Standards to carry with you. You will find it contains a step-by-step procedure for conducting a proper fork inspection. Help your customer understand the benefits of replacing worn or damaged forks - improved productivity, a safer work environment to name just two. At the same time you create the potential for a sale of parts and service. Ask for an order for those forks that need to be replaced using a quotation and a copy of the report from your fork inspection.

**ADDITIONAL INFORMATION**

Your Parts Manager can inform you of any special fork programs and supply you with a copy of the Extra Value Catalog. Your Regional Aftermarket Sales Manager can answer your questions and assist you in getting started with fork inspections. The fork inspection and maintenance presentation is also available on the Q2+ CD.

If you have any questions regarding this module, or any of the other Self-Directed Online Training modules, feel free to contact the Self-Directed Online Training Administrator, Kim Lynch by email at aaklynch@nmhg.com or by phone at 252-931-5781.