



TO: All Dealer Principals & Sales Managers

From: Hyundai Material Handling Training Department

Subject: Introduction of HTA Forklift Sales 101



What would it be worth to your organization, if you could provide your sales team with a distinct advantage in your market by giving them the opportunity to gain the product knowledge, and exercise the sales skills needed to be a material handling expert and a true business partner to your customers?

Hyundai Material Handling is pleased to announce the Hyundai Training Academy sales training schedule for 2023. These weeklong training sessions are to be held on a monthly basis at our Norcross facility. (Please reference the Training Notice tab in the Dealer Portal for future dates)

While these training sessions will be great for any member of your sales team, they are intended to be most informative to new sales staff, experienced sales staff with limited experience pertaining to the Hyundai Product Line, and the experienced salesperson who could use a refresher on the Hyundai product line or new sales techniques.

[Hyundai Training Academy: Forklift Sales 101](#)

Forklift Sales 101 is a comprehensive weeklong training session that will expose your salespeople to the information, skills, and resources to be more successful when promoting the Hyundai Material Handling Product Line.

Classes will start Mondays at 1pm and conclude on Fridays by 12pm to allow for travel.

Curriculum:

- History, Anatomy, and Operational Theories of Forklifts
- History and Current Structure of Hyundai Material Handling
- Deep Dive into the different classes and models that make up the Hyundai Product Line
- Lithium and Lead Acid Batteries, & Chargers
- Site and Application Surveys
- IC to Electric Conversions
- Hyundai Demo Program
- M.O.S.T / How to Demo a Forklift
- Hyundai Warranties
- Hyundai Order Process
- HiMate
- Sourcewell
- Financial Merchandising
- Product Differentiation & Solution Based Sales
- Territory & Time Management
- Best Practices for selling in today's market and to today's customers
- Hands-on and Role Play Exercises

Cost of Course:

The cost of HTA's Sales 101 course will be \$600 per student. This is nonrefundable in the event that cancellation is received less than five (5) business days prior to the start date. All cancellations must be submitted via email only. In addition to student materials provided this fee includes:

- Transportation to and from HTA's designated hotel and the Hyundai Training Center.
- Lunches on Tuesday, Wednesday, and Thursday.
- Class Dinner Wednesday Evening.
- Hyundai Professional Swag Kit.

What's not covered by the cost of the course?

- Transportation to and from the airport.
- Lodging
- Breakfast and dinner for the week other than the Class Dinner on Thursday Evening.

Designated Accommodations:

HMH has negotiated the best rate and accommodations in the area with the Hilton Atlanta Northeast, that is located just a few minutes away from Hyundai Material Handling headquarters.



Hilton Atlanta NE – Norcross

5993 Peachtree Industrial Blvd.

Peachtree Corners, GA 30092

Rates: \$134.00 (plus taxes and fees) per night.

*Price includes breakfast in the hotel restaurant which also has a reasonably priced dinner menu.



Sales Training Registration

Class Title: HTA Sales 101	Class Date:
Dealer Name:	
Dealer Number:	Dealer Ship-To #:
Student's Name:	
Student's Email:	
Student's Cell #:	
Student Shirt Size: ___S___M___L___XL___XXL___3XL	
Travel Mode: ___Flying___Driving	
Accommodations: ___Designated Hotel___Local Resident___Other	
Students Signature:	
Date:	
Sales Manager's Signature:	
Date:	
Please Send Completed Registration Form to: flsalestraining@hyundaiamericas.com	
Please wait for a confirmation email before making travel and hotel arrangements as class size is limited to ensure the best training experience possible.	
Cancellations are required 5 business days prior to the start of class in order to receive a refund. Submit cancelation request to: flsalestraining@hyundaiamericas.com	

When making your travel arrangements please ensure that you will be onsite at our Norcross headquarters Monday by 1pm and have allotted enough time to travel to and process through airport security when departing if flying.



Hyundai Training Academy

Forklift Sales 101

2023 Class Schedule

February 20th – 24th

March 13th – 17th

April 3rd – 7th

May 15th – 19th

June 12th – 16th

