

TOYOTA TRAINING & DEVELOPMENT SALES PROFESSIONALS

TOYOTA LOGISTICS SOLUTIONS (TLS)

GOAL: Learn about warehouse operations and how to provide end-to-end solutions

DESIGNED FOR: Sales Professionals with limited experience in the warehouse environment or have less than 5 years of experience in material handling

LEARN HOW TO:

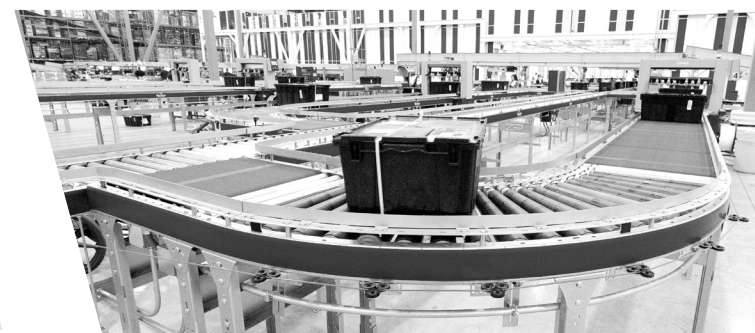
- Differentiate warehouse products & their purpose in warehouse operations
- Engage in meaningful conversations with warehouse customers
- Identify opportunities to solve your customer material handling needs

3.5 DAYS CLASSROOM

Visit the learning management system at tmh.myabsorb.com or scan the QR code to learn more.



Please reach out if you have any questions
dealer.training@toyotatmh.com



TOYOTA CERTIFICATION PROGRAM PATH

BECOME AN INDUSTRY LEADING SALES PROFESSIONAL THROUGH TOYOTA MATERIAL HANDLING'S CERTIFICATION PROGRAM

BENEFITS OF TRAINING

- Increases profitability
- Shortens sales cycle
- Reduces time to solve customer problems
- Increases customer satisfaction
- Reduces customer downtime

1

CERTIFIED

8 HOURS ONLINE

GOAL: Become familiar with Toyota history, culture, products, services, & business practices

PREREQUISITE: Employment

LEARN HOW TO:

- Demonstrate Toyota culture & values
- Describe the Toyota Production System (TPS)
- Communicate Toyota Commercial Finance (TICF) options
- Recognize the benefits of Toyota Lean Management (TLM)
- Discuss the features & benefits of internal combustion (IC) & electric forklifts
- Identify warehouse processes & equipment applications

2

BRONZE

14 HOURS ONLINE

GOAL: Understand & accurately assess your customers' needs & differentiate yourself from the competition

PREREQUISITE: Certified

LEARN HOW TO:

- Identify & relate to your customer's buying style
- Present effective cost of ownership solutions
- Describe the benefits of Toyota's System of Active Stability (SAS)
- Demonstrate the value of Toyota products & services
- Navigate TMH resources for product, market, & competitive information
- Perform product demonstration

3

SILVER

16 HOURS ONLINE

GOAL: Increase proficiency with tools, resources, & partners to develop product knowledge as a solutions provider

PREREQUISITE: Bronze

LEARN HOW TO:

- Offer your customer loading dock solutions
- Tailor battery & charging options to customer applications
- Use financing options to offer greater value & generate customer loyalty
- Communicate the positive impact your products & services will have on your customers business
- Identify attachments to meet customer needs
- Partner with Bastian to provide automation solutions

4

GOLD

3 DAYS AT TOYOTA

GOAL: Develop a comprehensive strategy to capture conquest accounts

PREREQUISITE: Silver

LEARN HOW TO:

- Research conquest accounts
- Apply Toyota Lean Management (TLM) concepts to hands-on applications
- Leverage open source information & industry networks
- Drive conversations to resolve objections
- Develop & present a cohesive conquest customer partnership plan

5

PLATINUM

MERIT ACHIEVEMENT

RECOGNITION FOR ELITE SALES PROFESSIONALS

- Completed 10 years in Sales Role
- Selected to Master Sales Society at the time of nomination
- Gold Certified
- Nominated by Dealer Sales Manager