Hino Competition Benefits Customers

When it comes to face-to-face communication, Hino Central sales representatives have developed an impressive set of skills that allow them to show a customer everything he or she needs to know. But take away that human face, and conducting that same sales walk-around becomes a completely different exercise.

Sales reps at Hino Central Edmonton have been polishing their presentation skills in front of a camera during a training exercise outlined by Hino Motors Canada’s Sales Training Department.

“I think it was very helpful for our guys to participate,” said Gary Pysyk, General Sales Manager for Hino Central Edmonton. “Having that camera lens staring at you means you’re not interacting – you’re telling. And you really have to have your facts and your approach organized before you start.”

The Hino sales person walk-around competition was the second component of the Hino Motors Canada Sales Skills Competition. The four- to seven-minute videos are graded on overall content, identification of standard and optional items, competitive advantages, key features and benefits that are unique to Hino. Bonus marks are awarded for originality. Phase one of the competition was a product and general knowledge exam, and the last phase – involving six finalists – is classified, according to James Monteith, Sales Training Manager for Hino Motors Canada.

“It’s part of a global directive from Hino Japan towards its distributors, offering total support – total support for the dealers, which would then be carried on as total support to the customer,” he said.

The training program will ultimately benefit customers by clearly showing the quality, value and innovation to be found in Hino’s lineup of Class 4-7 trucks.

“Chances are that customer has also looked at a competitor’s product, so you’ve got to be able to effectively communicate the value proposition starting with yourself, then with the dealership, and then with the brand.”

Did You Know?

- Hino’s history stretches back to 1918, when the Tokyo Gas and Electric Industry designed and produced its first truck.

- The name Hino was introduced in 1942, taking its name from Hino-shi, the city within the greater Tokyo metro area that houses the company’s head office.

- Hino began building trucks in Canada in 2006, opening a 132,000 sq.-ft. assembly plant in Woodstock, Ontario.
When you visit your Hino Central truck centre, you're walking into one of the best in the nation. The 2014 results of a Canada-wide location competition placed Hino Central Langley tops as an overall facility – an honour that takes many aspects of both the building itself and the services offered there into account.

"There's pages of criteria involved," said Director of Hino Operations, Greg Tilley. "From the front counter to the wash bay to the parking lot, it's all carefully assessed."

Hino Central Edmonton finished second nation-wide; the eight-year-old store covers 16,500 square feet and includes nine service bays, an expanded parts and service area, and a large showroom capable of displaying several models at once.

"There's always competition between our locations – whether it's in sales or facility awards," says Greg. "Hino Central Edmonton was second in the country for sales, while Hino Central Langley came in third."

"In the end, our customers are the beneficiaries. They get our very best because we're always striving to be better than the competition, whether that competition comes from another Hino Central location or from a competitor's brand."
2015 Hino 195
22-ft van body with 8,100 lb payload, air ride suspension, tilt/telescopic steering, AC, heated remote mirrors, PW, PL, and keyless entry. 5.1L diesel produces 210 horsepower and 440 lb.-ft torque.

2013 Hino 338
2002 24-ft van and a Waltco 3,000 dual ram tailgate, 24-ft x 97-in. inside van dimensions, power tailgate with an 80 x 54-in, aluminum platform. Engine warranty to June 2017 or 400,000 kms. $77,900

2015 Hino 195
This crew cab model is equipped with a 12-ft dump box and a 30 x 5-ft backpack, a magnetic suspension driver’s seat, a three-year customer protection plan and a five-year/280,000 km engine/transmission warranty.

2015 Hino 195
18-ft Curtainsider, GPS & Bluetooth, AC, magnetic suspension driver’s seat, remote/heated mirrors, three-year maintenance program and much more.

LANGLEY Features
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New Parts & Service Manager in Fort McMurray!

No, her name isn’t a traditional ‘Canadian’ moniker, but Mitty Pongo has been an Albertan for 36 years. “I moved here from Amsterdam in 1979,” says Mitty, who is Hino Central Fort McMurray’s new Parts and Service Manager. “It was a culture shock - it’s cold up here.”

You might say she’s ‘back by popular demand.’ Mitty began her career in automotives as a parts driver for Noral Toyota, working her way through the service counter before completing a parts apprenticeship and becoming a journeyman parts technician. Life brought her to Edmonton, where she signed on at Westend Suzuki.

“We had just taken on the Hino franchise,” said Mitty, who quickly moved over to Hino Central Edmonton. “Within six months I had become the parts and service manager. In total I spent about 15 years in Edmonton.”

When the position of Parts and Service Manager became available in Fort McMurray, Director of Hino Operations Greg Tilley asked Mitty back to handle the job.

“I’m really excited about this location – I wouldn’t be here if I wasn’t,” she says. “We’re communicating with more customers, which is good. I think this location has a lot of potential.”

Cover Letter Winner!

Pat Faulds won the BOSE Noise Canceling Headphones by completing the cover letter that accompanied our Fall/Winter 2014/15 Hino Central Dispatch.

You could win an Acoustic Research® Portable Wireless Speaker just by completing our brief questionnaire and returning it by fax to 780-484-7094 by April 30, 2015.

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| 5) Inspect cabin filter for debris if equipped |
| 6) Inspect A/C drain operation and clean out if necessary |
| 7) Check system for proper operating pressures |
| 8) Inspect A/C belt condition |
| 9) Check A/C heater control operation |
| 10) Check all vents for proper air flow |

*Offer valid until July 31, 2015

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**Hino Central Dispatch** is published twice a year to inform Hino customers about our company and our industry.

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**Staff Profile**

**Craig Buchanan**

*Parts & Service Manager*

Hino Central Parts & Service

Calgary, AB

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He may be new to Hino Central Calgary, but Craig Buchanan is familiar with Hino products and Hino’s corporate culture. Formerly from South Africa, Buchanan emigrated to Canada in 2001 and spent seven years at Hino’s head offices in Ontario.

“I trained with Cummins many years back in South Africa, but ended up going into warehousing and logistics management for a number of years,” said Craig, who came back to commercial trucks with Hino on his arrival in Canada.

“[Director of Hino Operations] Greg [Tilley] and I knew of one another from back then, and had some discussions at one point about me joining him out here, but the timing wasn’t right. The second time around, the timing was right.”

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In the meantime, Craig served a term with Cummins in Calgary as the service manager. His most recent position was as technical service manager of the Western Region for Navistar. Craig joined Hino Central Calgary Dec. 15, 2014, and he’s enjoying the experience.

"I’m quite excited to be here. We have some exciting challenges to build up the team and get the shop running based on the number of units now operating in our area. There’s a big difference in comparison to a couple years ago; we see a lot of product running around Calgary these days, and that’s encouraging."

Hino Central Calgary’s parts and service department is open Saturdays from 7:30 a.m. to 4 p.m., in addition to its 7 a.m. to 7 p.m. weekday hours, allowing customers to drop off or pick up vehicles before or after peak traffic hours, and to order parts as soon as the need is identified. Hino Central Calgary’s 3650-50 Avenue location also includes a DRIVING FORCE rental counter, so you can conveniently rent a car or truck on site.