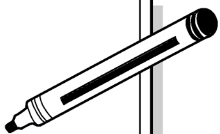
Lesson1

Hino Marketing Style and System

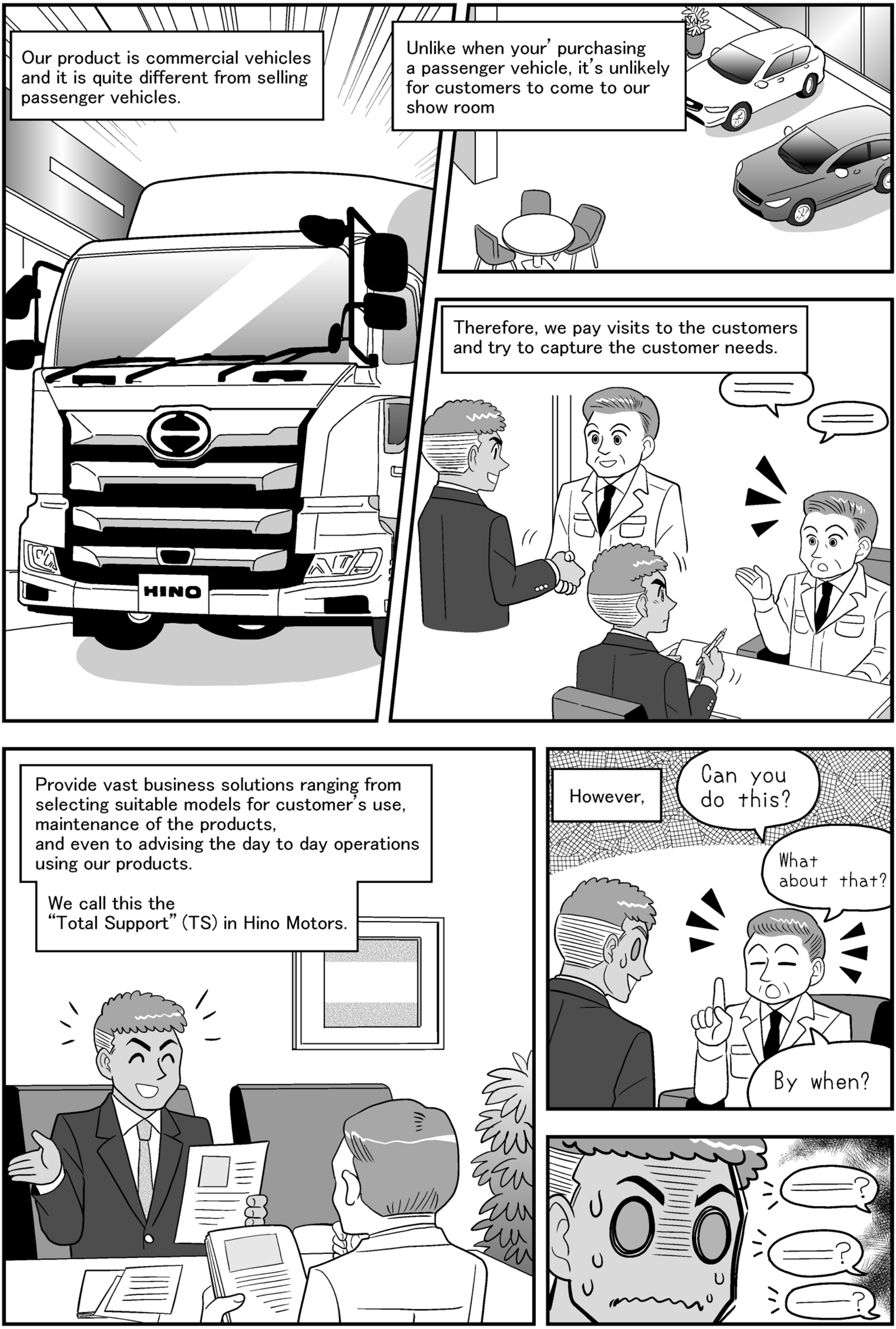
Lesson1　Contents

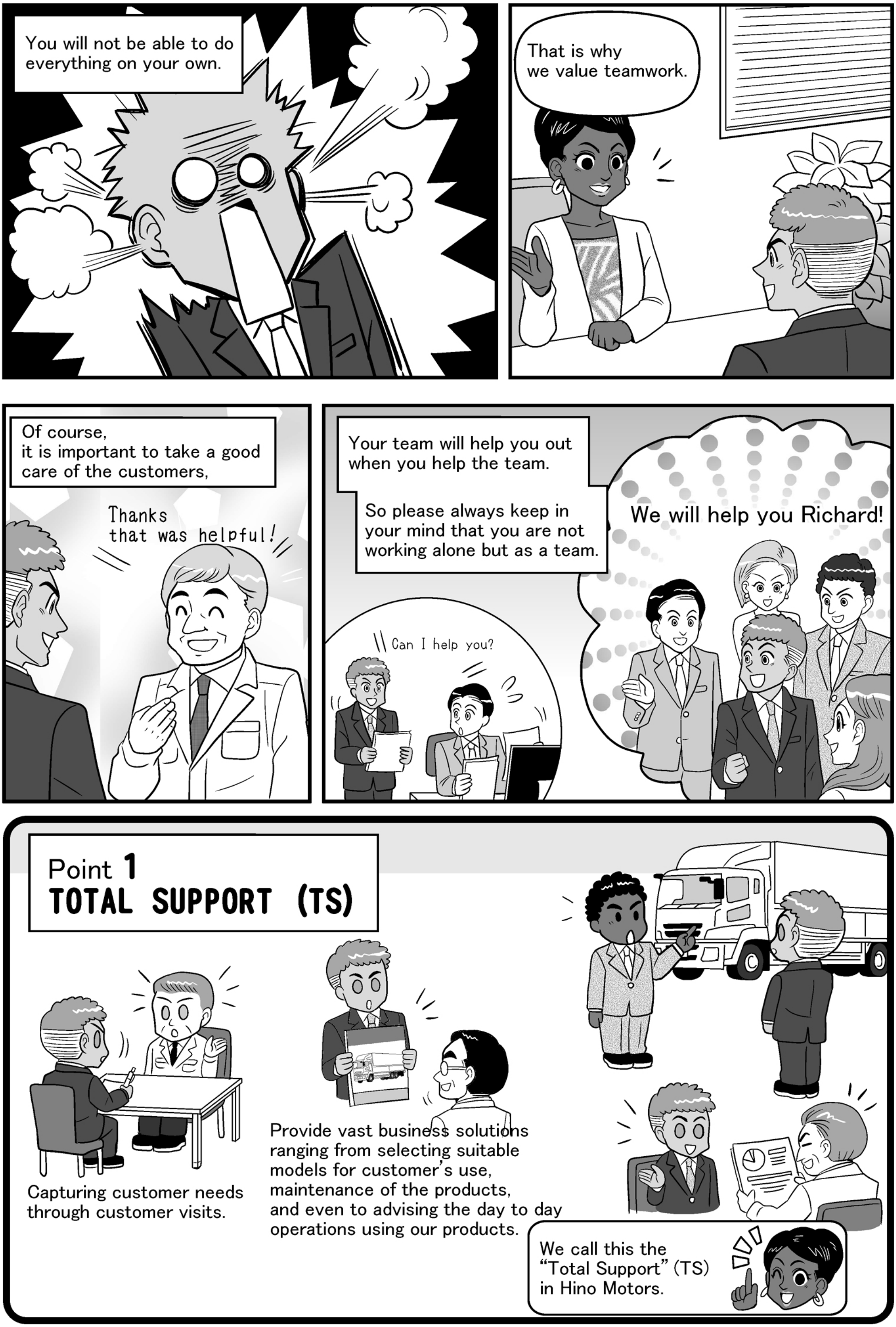


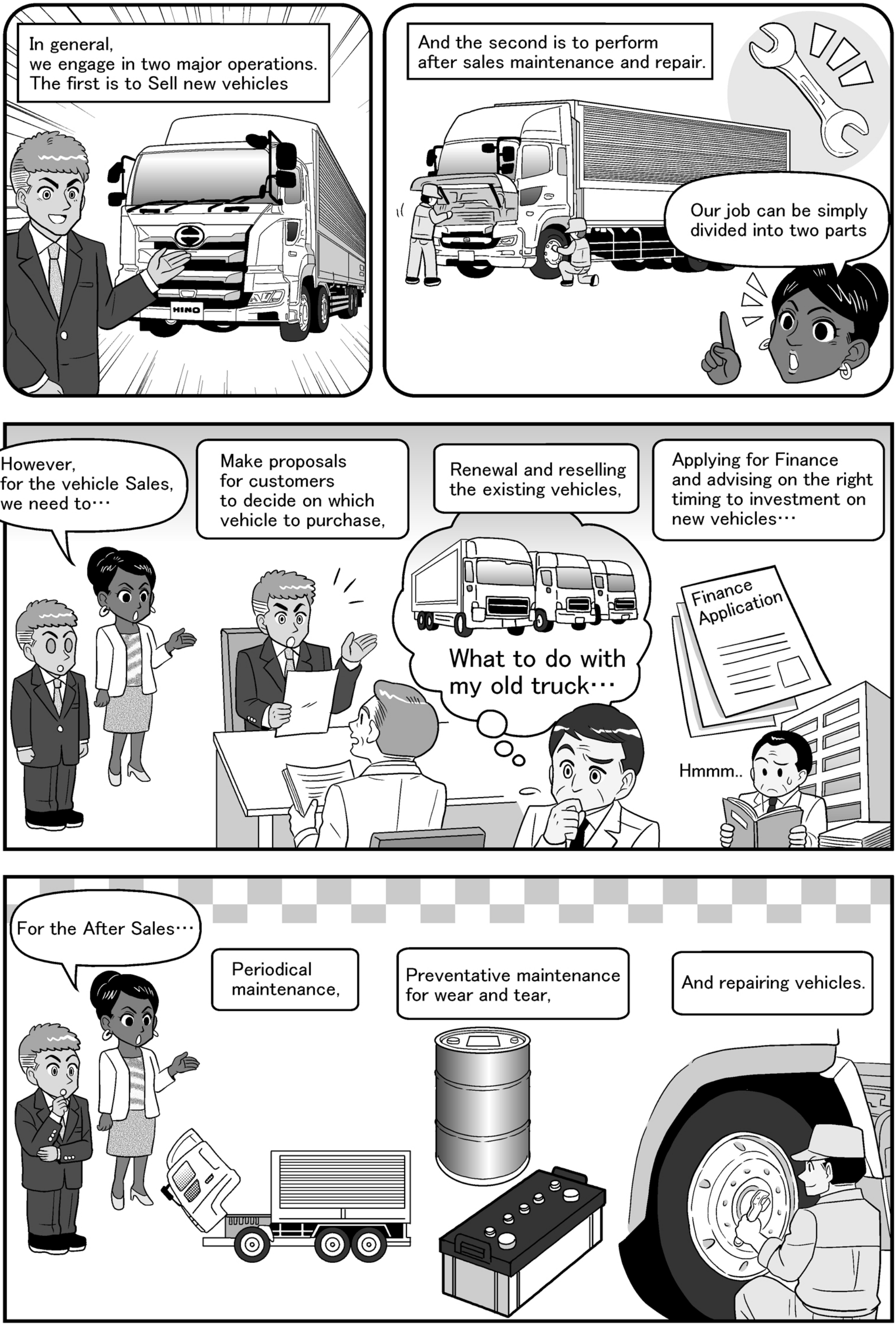
- Introduction to Hino Marketing Style
  - Hino Terminology "Total Support", "OYAKUDACHI (Customer Care) Activities", "3S"
  - Team Structure
- Introduction to Hi-Visit App overall and Benefits

【Characters in the story】


HINO
Hi, my name is Richard, it's my pleasure to join your company.
Richard ; New Team Member
Hello, Nice to meet you
Welcome to the team.
Rick; The boss in Sales Dep.
This is Anna, she will be your mentor.
Hello, Good to meet you.
Anna; Trainer
Well, let's get started.


Our product is commercial vehicles and it is quite different from selling passenger vehicles.
HINO
Unlike when your' purchasing a passenger vehicle, it's unlikely for customers to come to our show room
Therefore, we pay visits to the customers and try to capture the customer needs.
Provide vast business solutions ranging from selecting suitable models for customer's use, maintenance of the products, and even to advising the day to day operations using our products.
We call this the "Total Support" (TS) in Hino Motors.
However,
Can you do this?
What about that?
By when?

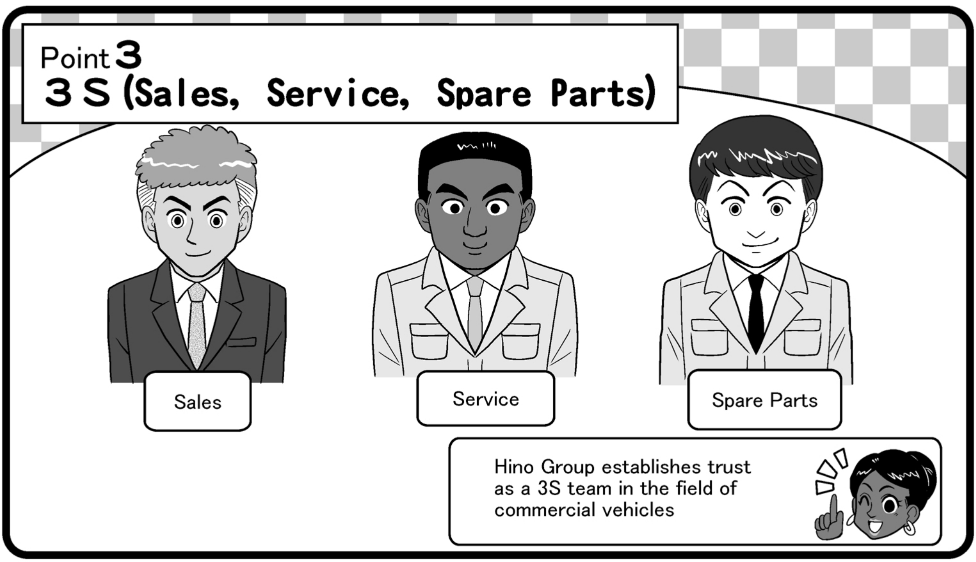

You will not be able to do everything on your own.
That is why we value teamwork.
Of course, it is important to take a good care of the customers,
Thanks that was helpful!
Your team will help you out when you help the team.
So please always keep in your mind that you are not working alone but as a team.
Can I help you?
We will help you Richard!
Point 1
TOTAL SUPPORT (TS)
Capturing customer needs through customer visits.
Provide vast business solutions ranging from selecting suitable models for customer's use, maintenance of the products, and even to advising the day to day operations using our products.
We call this the "Total Support" (TS) in Hino Motors.

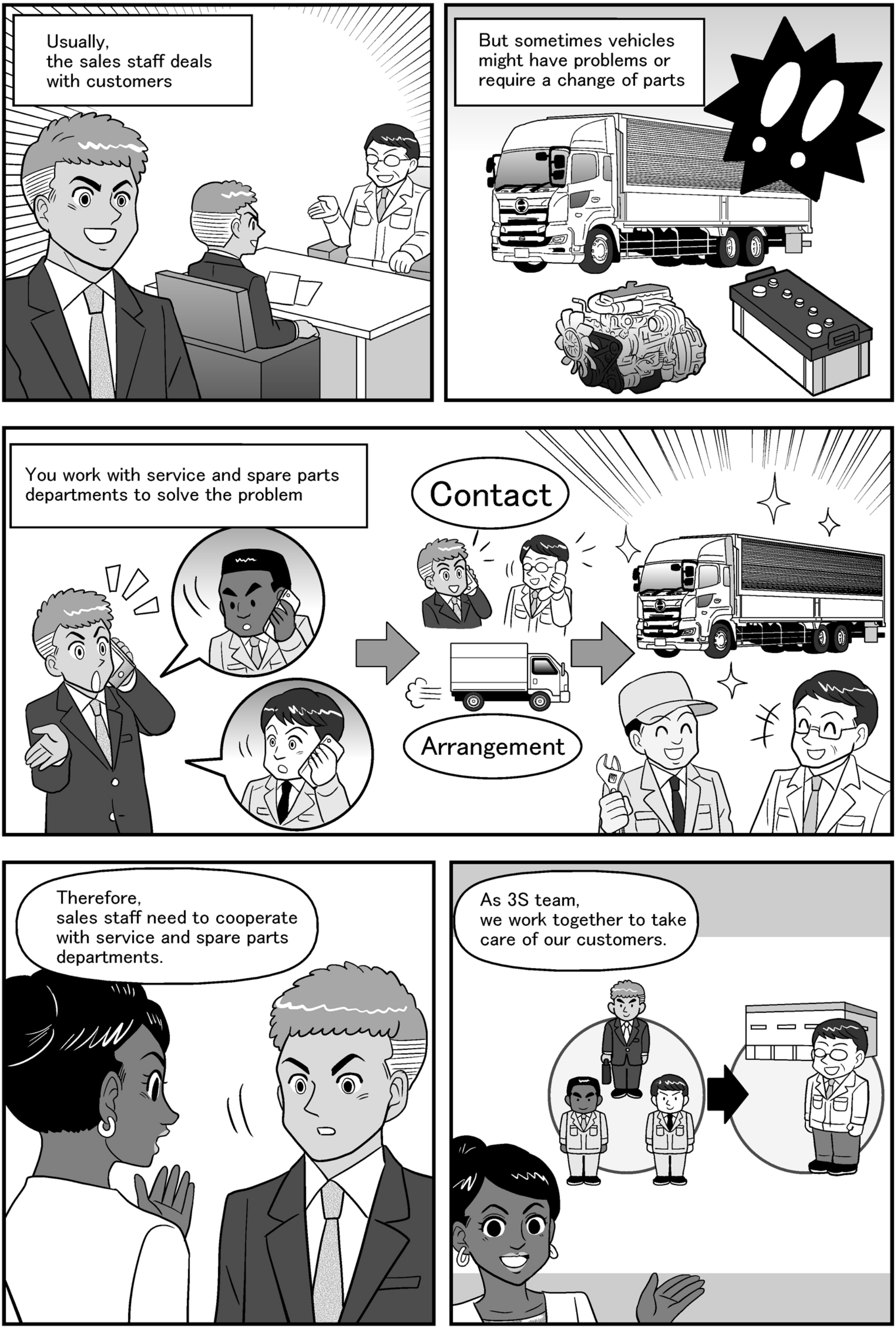

In general,
we engage in two major operations.
The first is to Sell new vehicles
HINO
And the second is to perform
after sales maintenance and repair.
Our job can be simply
divided into two parts
However,
for the vehicle Sales,
we need to…
Make proposals
for customers
to decide on which
vehicle to purchase,
Renewal and reselling
the existing vehicles,
Applying for Finance
and advising on the right
timing to investment on
new vehicles…
What to do with
my old truck…
Finance
Application
Hmmm..
For the After Sales…
Periodical
maintenance,
Preventative maintenance
for wear and tear,
And repairing vehicles.

We must make proposals considering the customer's needs and issues.
Thanks for the help!
So we think and provide helpful activities in every scene of the customer's operation. In Hino, we call this OYAKUDACHI, or Customer Care Activities.
the existing vehicles.
Applying for Finance and advising on the right timing to investment on new vehicles…
What to do with my old truck…
Finance Application
Hmmm..
Periodical maintenance.
Preventative maintenance for wear and tear.
And repairing vehicles.
We aim to be a trustful business partner of the customers through TS and OYAKUDACHI.
This is the ideal goal for Hino Group.
Point 2
OYAKUDACHI
Customer Care Activities
Thinking and Providing helpful customer care activities in every scene of the customer's operation throughout the lifetime of the vehicle (Selecting, purchasing, operating, maintaining and repairing, selling, and repurchasing) is called HINO OKYAKUDACHI Activities.

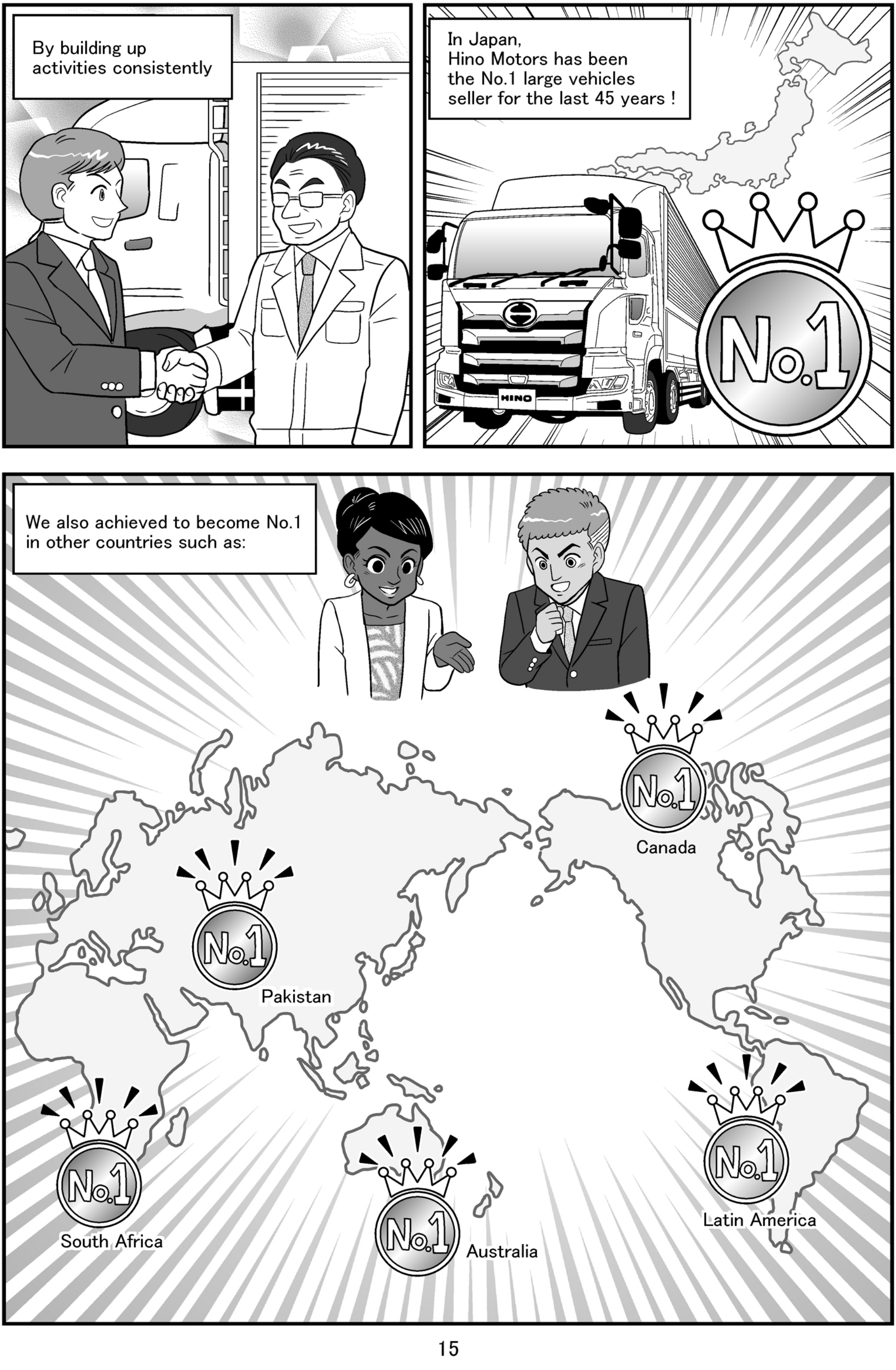

Imagine yourself
as a customer.
President
Mr. Richard
Hummm…
It would be nice
if you have a rep can handle
everything about
Yes,
that would be
really helpful.
However in the reality…
I'm counting on you!
Betcha!
Well the customer
is relying on me but…
I cannot do
all of this only
by myself…
Now as I said earlier
we are all working
in a team, remember?
Don't take it all on yourself
but let the team handle it.
Customer is requesting…
Sales
Yes yes…
Service
Uh-huh…
Spare Parts


We will handle it.
No worries Richard, just go see more customers.
You can count on me!
Wow! Richard, you are always so reliable.
Don't work too hard by yourself but instead work as one team To complete the customers' requests
As a result, we establish trust for Hino Motors, through you.


Point 3
3 S (Sales, Service, Spare Parts)
Sales
Service
Spare Parts
Hino Group establishes trust as a 3S team in the field of commercial vehicles


Usually,
the sales staff deals
with customers
But sometimes vehicles
might have problems or
require a change of parts
You work with service and spare parts
departments to solve the problem
Contact
Arrangement
Therefore,
sales staff need to cooperate
with service and spare parts
departments.
As 3S team,
we work together to take
care of our customers.


There are more people in sales staff than in the service and spare parts departments
Service and spare parts departments will be in charge of several sales staff members
Vehicle Sales Staff
Vehicle Sales Staff
Service Parts Staff
Vehicle Sales Staff
Vehicle Sales Staff
By visiting customer, the sales staff can figure out what the customer is struggling with.
3S’ team will deal with the issue and offer some solutions to the customer
So we can aim Total Support Activity, as a 3S team


By building up activities consistently
In Japan, Hino Motors has been the No.1 large vehicles seller for the last 45 years !
HINO
No.1
We also achieved to become No.1 in other countries such as:
No.1
Canada
No.1
Pakistan
No.1
South Africa
No.1
Australia
No.1
Latin America

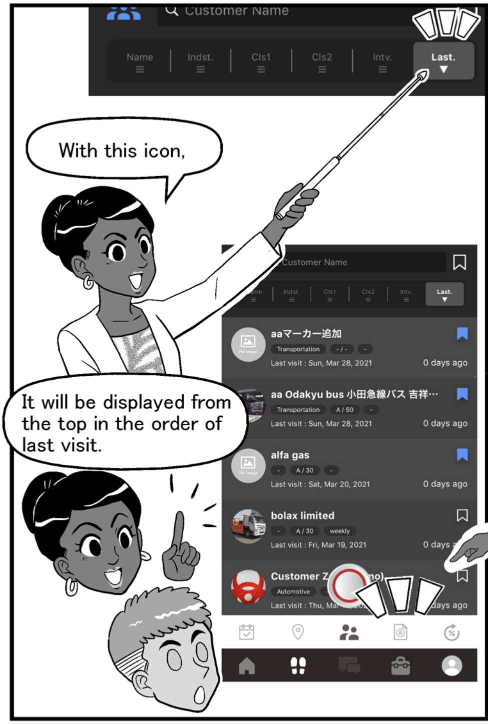

Visit the customers
Listen to their issues
Solve the issues as a 3S team
That's our job
at Hino Motors
The first step is
to visit customers
And listen to any issue
that they might have
As a sales staff member,
this is your job Richard

You need to follow a few steps: visit and listen to the customer, offer some suggestions, and close the deal.
We developed an app to make the selling easier
REPORT
e
It's the Hi-Visit App !
Hi-Visit
START
I will install it on your phone
Thank you
Here is a step-by-step procedure and an example of what the Hi-Visit App can do:

Procedure of Customer Visit	What can be done with High-Visit App
	Lesson2
1. Prepare Customer Data:	-Synchronize with Dealer or Distributor's CRM -Enter and update customer information -Enter and update product information and product photos -Assign sales representative to each customer
2. Sort & Select Target Customers:	-Sort Customers by last visited day / Frequency / Industries -Select Customers from Map -Bookmark selected target customers for making appointments
3. Make Appointments & Create Visit Schedule	-Make appointments from the Bookmarked target customers -Manage appointment schedule in the Calendar -Register visit Aims & Tasks -Control and enter new appointments by Managers or Administrators
	Lesson3
4. Visiting Customers:	-Display visiting route on the map based on the visiting schedule -Check Customer info, and other activities before the visit -Check off Aims & Tasks as you complete -Easily enter the customer comments, issues, and sales opportunities, by typing or voice entry.
5. Submit Report	-Submit Visit Report by just one tap -No need to open PC or go back to office, or write complicated sentences
6. Share Information	-Instant Info. Sharing using SNS to your 3S team & Manager -Group chat to share customer support information -Managers can instruct and guide the team through SNS
7. Action Follow-up and Analysis (Web based)	-Visually manage sales progress -Manage sales progress based on pre-set lead time -Create sales prospect report by one click -Analyse bottle-neck process, sales opportunities, visit performance

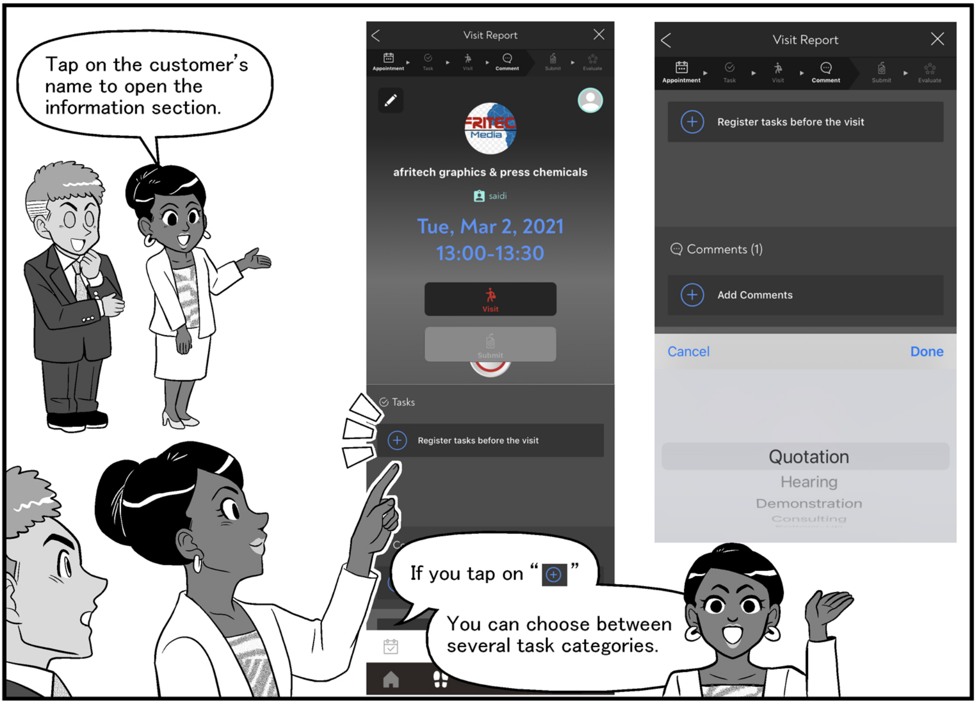

At the top of the home screen, you can see today's schedule
team
Feb 2021
0 Visit
0 Report
0 Evaluation
0 Visit
0 Phone
0 Mail
0 Walk-in
Update Release
Note
Maintenance
Feb 1, 2021
We have released a new app with a new design. It has the same functionality as the previous app, but the design and UI have been improved. The communication speed has also been improved.
News
ALL
HINO
DIST
DLR
HINO Fri, Feb 26, 2021 News HINO
HINO NEWS- 2021/02/26
HINO Fri, Feb 26, 2021 News
HINO NEWS- 2021/02/25
HINO Wed, Feb 24, 2021 News HINO
HINO NEWS- 2021/02/24
HINO Wed, Feb 24, 2021 News HINO
HINO NEWS- 2021/02/23
HINO Mon, Feb 22, 2021 News HINO
HINO NEWS- 2021/02/22
HINO Fri, Feb 19, 2021 News HINO
HINO NEWS- 2021/02/19
HINO Thu, Feb 18, 2021 News HINO
HINO NEWS- 2021/02/18
HINO Wed, Feb 17, 2021 News HINO
HINO NEWS- 2021/02/17
HINO Wed, Feb 17, 2021
Scroll down to see the updated app info.
Further down you can find Hino Motors News.
And tap on this footprint icon…


to open the calendar and show the schedule.
February 2021
The calendar is shared amongst other team members and the manager.
Maps
Legal
Tap on this icon,
And you will see the map
That way, if you need to visit a customer, it makes it easier to organize appointments with other clients located in the same area.
With this icon, you can see the customers list.
You can look for a target by typing the name of a specific industry or by the date of our last visit.
Customer Name
Name
Indst.
Cls1
Cls2
Intv.
Last.
With this icon you can find a list of the customers that you specifically bookmarked.
It is a short list of your main customers.
It is convenient to make appointments from there.

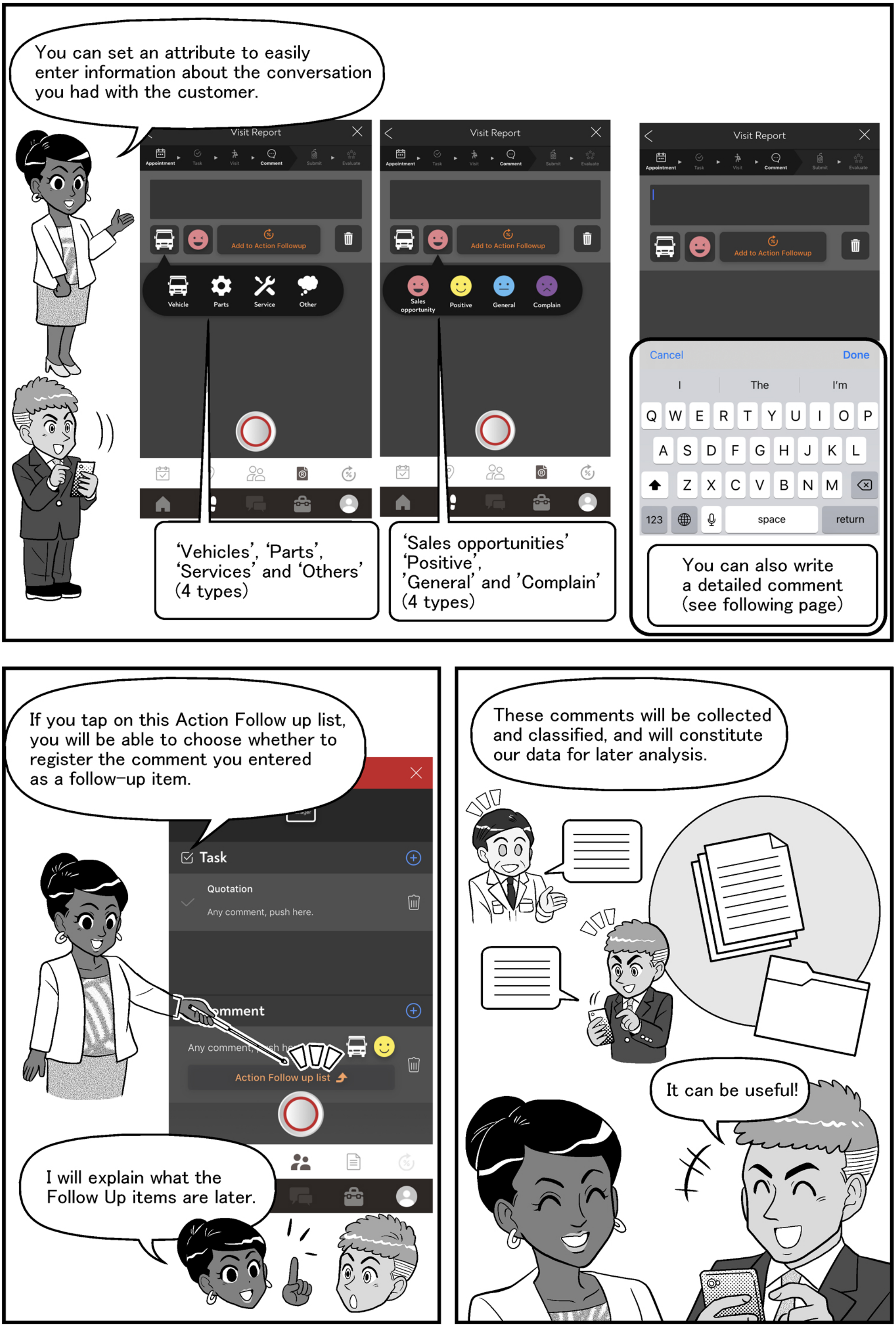


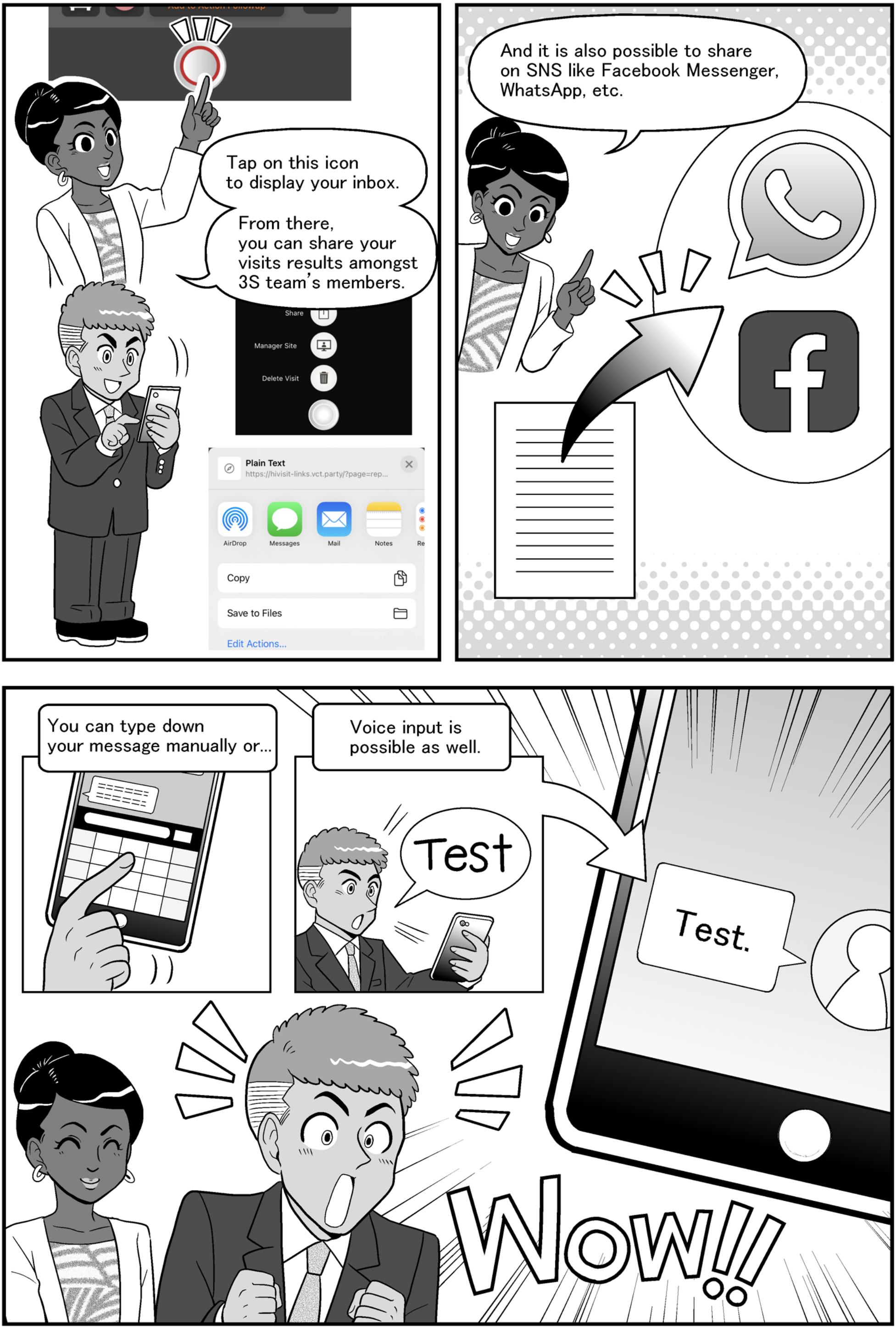
With this icon,
It will be displayed from the top in the order of last visit.

And tap here
To find all your visit reports.

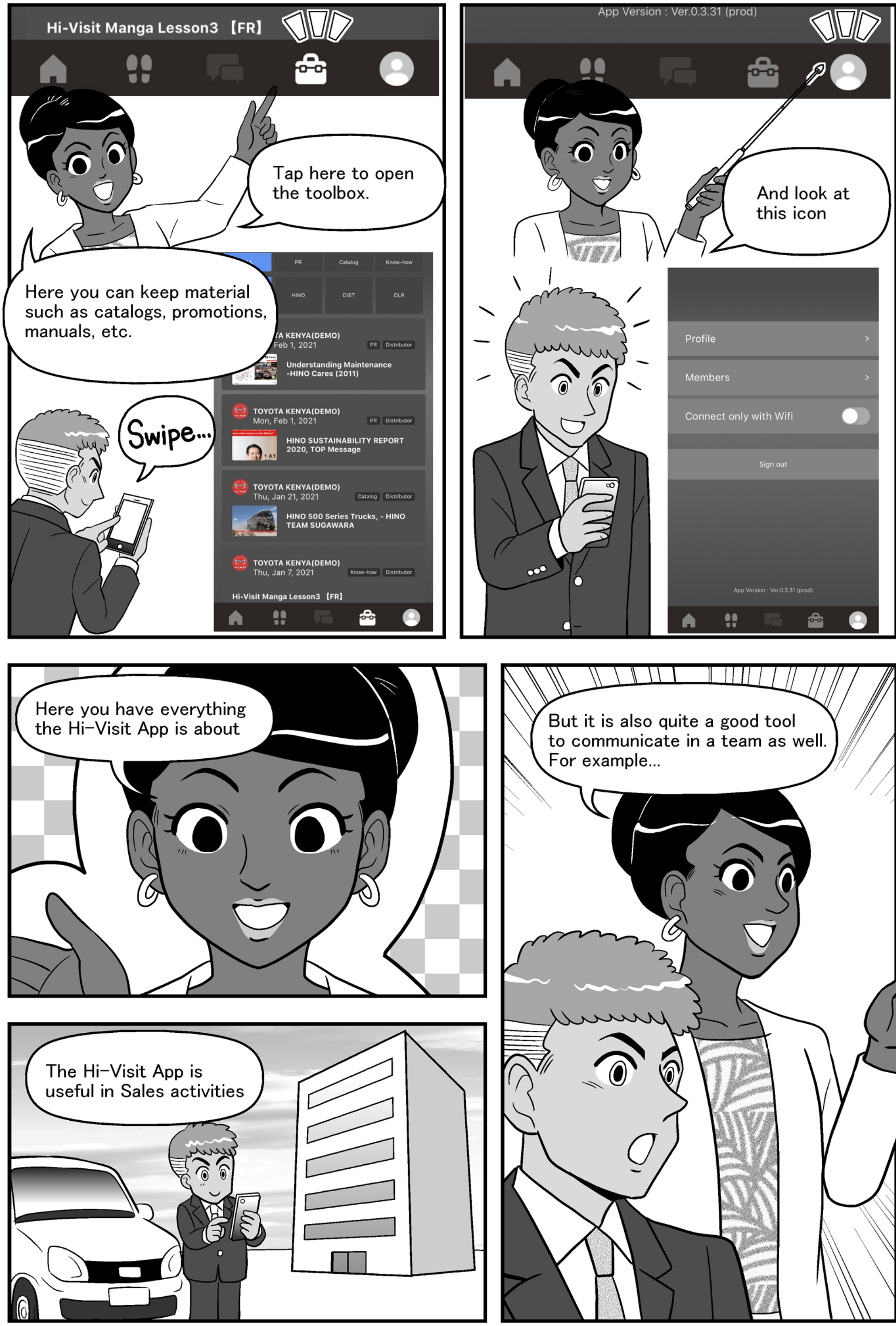


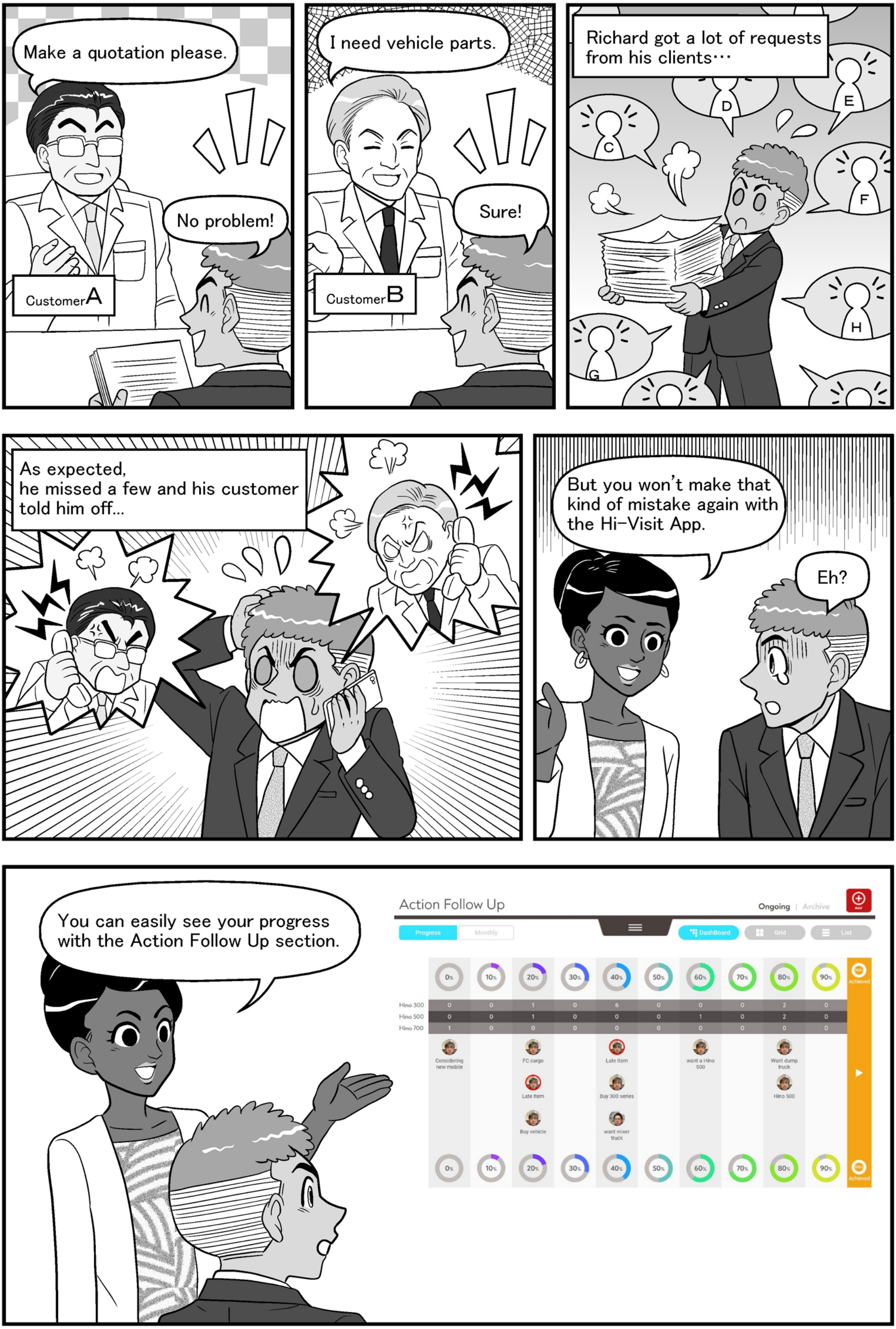
Tap on the customer's name to open the information section.
If you tap on "⊕"
You can choose between several task categories.


You can set an attribute to easily enter information about the conversation you had with the customer.
Visit Report
Appointment
Task
Visit
Comment
Submit
Evaluate
Add to Action Followup
Vehicle
Parts
Service
Other
'Vehicles', 'Parts', 'Services' and 'Others' (4 types)
Visit Report
Add to Action Followup
Sales opportunity
Positive
General
Complain
'Sales opportunities' 'Positive', 'General' and 'Complain' (4 types)
Visit Report
Add to Action Followup
Cancel
Done
I
The
I'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return
You can also write a detailed comment (see following page)
If you tap on this Action Follow up list, you will be able to choose whether to register the comment you entered as a follow-up item.
Task
Quotation
Any comment, push here.
mment
Any comment, push h
Action Follow up list
I will explain what the Follow Up items are later.
These comments will be collected and classified, and will constitute our data for later analysis.
It can be useful!



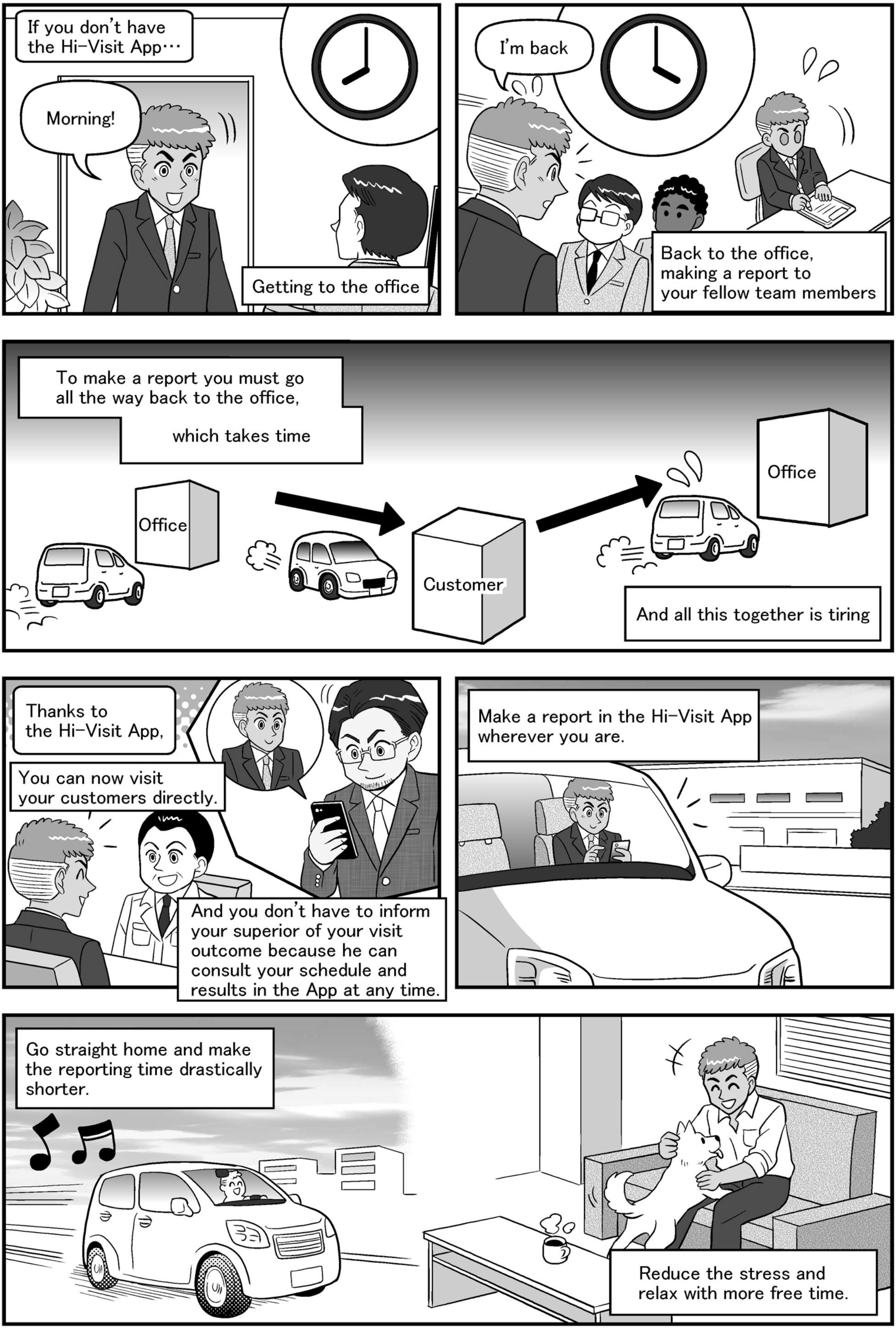
Tap on this icon
to display your inbox.
From there,
you can share your
visits results amongst
3S team's members.
Share
Manager Site
Delete Visit
Plain Text
https://hivisit-links.vct.party/?page=rep...
AirDrop
Messages
Mail
Notes
Copy
Save to Files
Edit Actions...
And it is also possible to share
on SNS like Facebook Messenger,
WhatsApp, etc.
You can type down
your message manually or...
Voice input is
possible as well.
Test
Test.
Wow!!

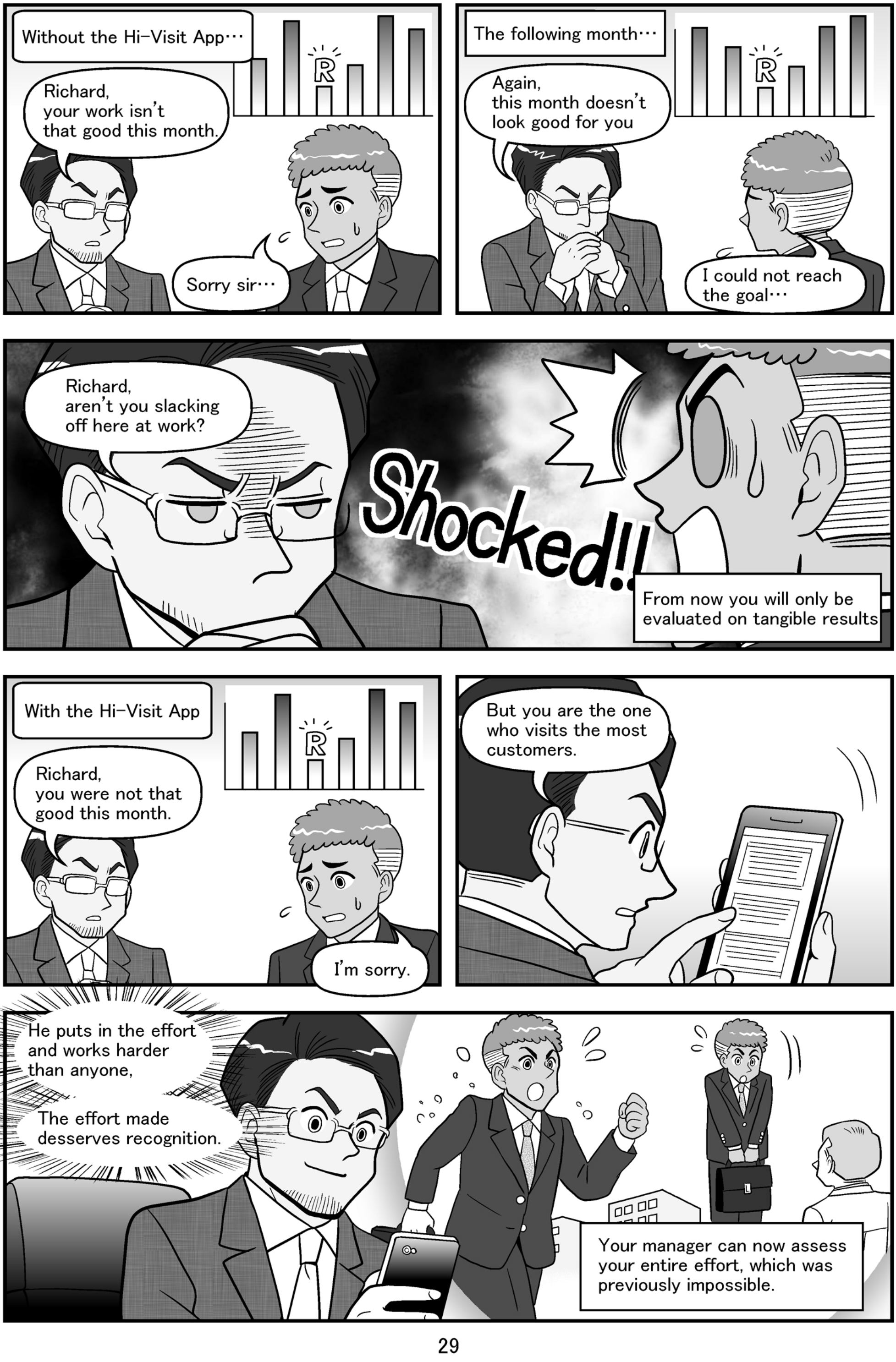

Hi-Visit Manga Lesson3 【FR】
Tap here to open the toolbox.
Here you can keep material such as catalogs, promotions, manuals, etc.
PR
Catalog
Know-how
HINO
DIST
DLR
Understanding Maintenance -HINO Cares (2011)
TOYOTA KENYA(DEMO)
Mon, Feb 1, 2021
HINO SUSTAINABILITY REPORT 2020, TOP Message
TOYOTA KENYA(DEMO)
Thu, Jan 21, 2021
HINO 500 Series Trucks, - HINO TEAM SUGAWARA
TOYOTA KENYA(DEMO)
Thu, Jan 7, 2021
Swipe...
App Version : Ver.0.3.31 (prod)
And look at this icon
Profile
Members
Connect only with Wifi
Sign out
Here you have everything the Hi-Visit App is about
The Hi-Visit App is useful in Sales activities
But it is also quite a good tool to communicate in a team as well. For example...


Make a quotation please.
Customer A
No problem!
I need vehicle parts.
Customer B
Sure!
Richard got a lot of requests from his clients…
C
D
E
F
G
H
As expected, he missed a few and his customer told him off...
But you won't make that kind of mistake again with the Hi-Visit App.
Eh?
You can easily see your progress with the Action Follow Up section.
Action Follow Up
Ongoing | Archive
Progress
Monthly
DashBoard
Grid
List


Of course, your manager and the 3S team all share it.
Action Follow Up
Ongoing
Archive
Quotation of Richard's customer is pending at 30%...
I need to urge the department that is in charge.
Spare parts are almost finished, at 80%. We will get them soon.
How convenient to share your progress with everyone!


Hi-Visit App is functional when you need to…
Visit customer
Cooperate with the 3S Team
Action Follow Up
Manage your progress
Yes!
It's very convenient for my job
The Hi-Visit App is going to be your best sales tool.
Hi-Visit
The Hi-Visit App is not only helpful for its features, but for many other things as well
What do you mean?


If you don't have the Hi-Visit App…
Morning!
Getting to the office
I'm back
Back to the office, making a report to your fellow team members
To make a report you must go all the way back to the office,
which takes time
Office
Customer
Office
And all this together is tiring
Thanks to the Hi-Visit App,
You can now visit your customers directly.
And you don't have to inform your superior of your visit outcome because he can consult your schedule and results in the App at any time.
Make a report in the Hi-Visit App wherever you are.
Go straight home and make the reporting time drastically shorter.
Reduce the stress and relax with more free time.


Without the Hi-Visit App…
R
Richard,
your work isn't
that good this month.
Sorry sir…
The following month…
R
Again,
this month doesn't
look good for you
I could not reach
the goal…
Richard,
aren't you slacking
off here at work?
Shocked!!
From now you will only be
evaluated on tangible results
With the Hi-Visit App
R
Richard,
you were not that
good this month.
I'm sorry.
But you are the one
who visits the most
customers.
He puts in the effort
and works harder
than anyone,
The effort made
deserves recognition.
Your manager can now assess
your entire effort, which was
previously impossible.


I am at my best with this Hi-Visit App!
Hi-Visit
START
I feel so lucky to get to work in such a nice environment.
We're counting on you. Good luck!
Hmm,
Richard seems honest and cheerful.
I'm expecting great things from him.