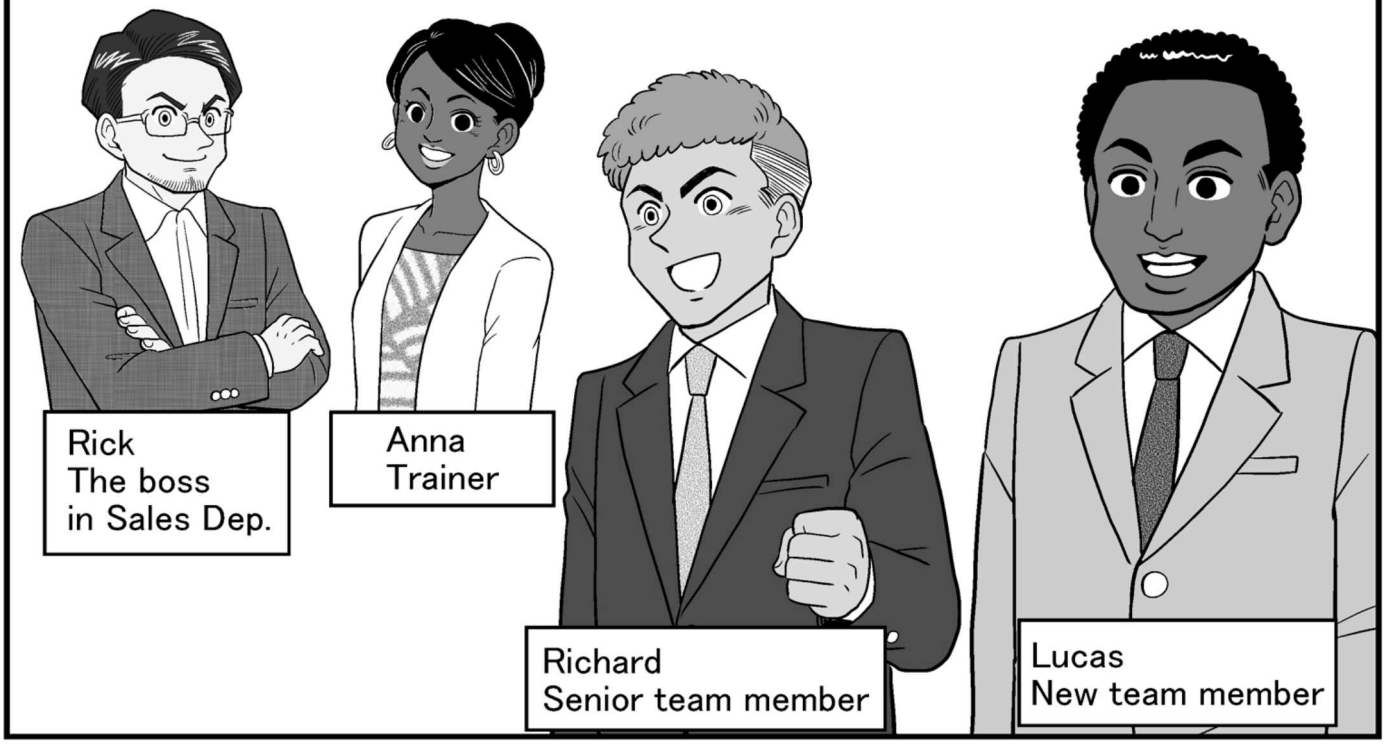
Lesson2

How to prepare a customer visit

Lesson2 Contents

●HINO REPRESENTATIVE ATTITUDE AND BEHAVIOR
●HI-VISIT APP USAGE
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

【Characters in this story】



Procedure of Customer Visit	What can be done with High-Visit App
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
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

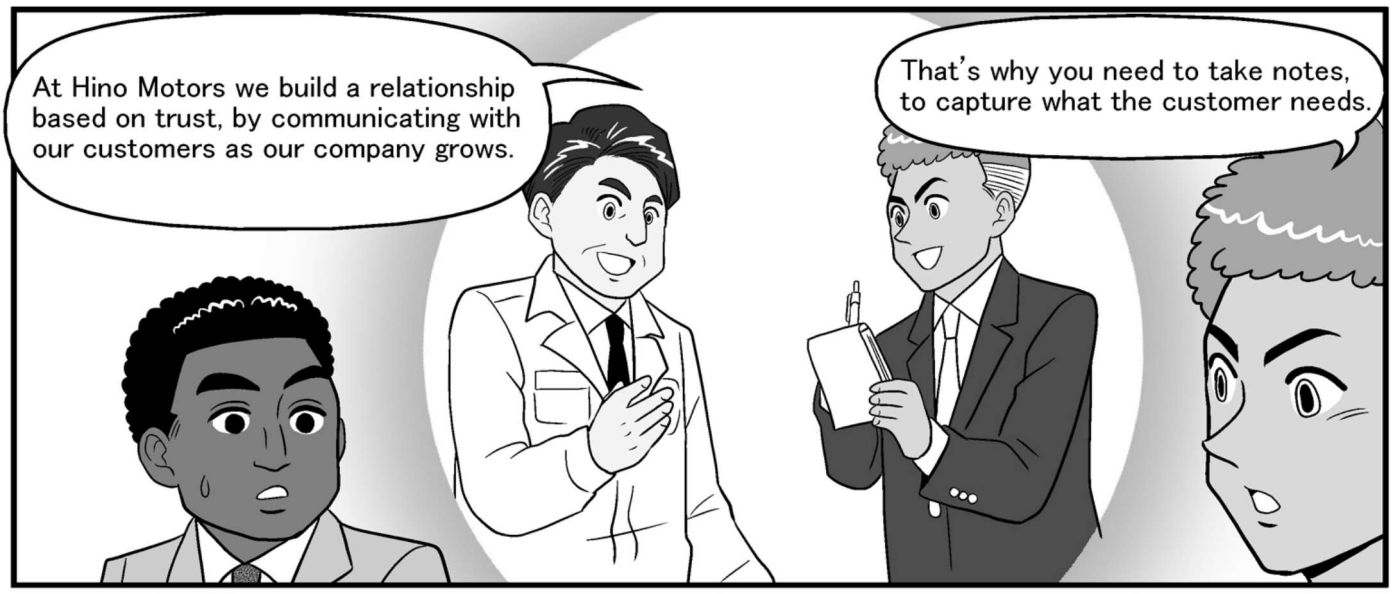
Lesson2

Lesson3

In the office
Good morning.
Sales staff member
Richard
Richard,
do you have a minute?
This is Lucas,
our new team member.
Sales staff member:
Lucas
I already taught him
the basics of our job
here in the Sales Dep.
So I'll leave the rest of
his training to you.
Today you can just follow
Richard in his work.
Nice to meet you.
Likewise.

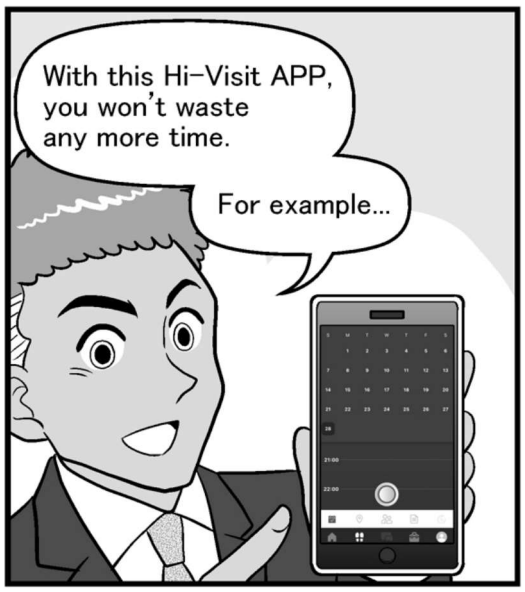
Let's go then.
Yes.
Head in the clouds

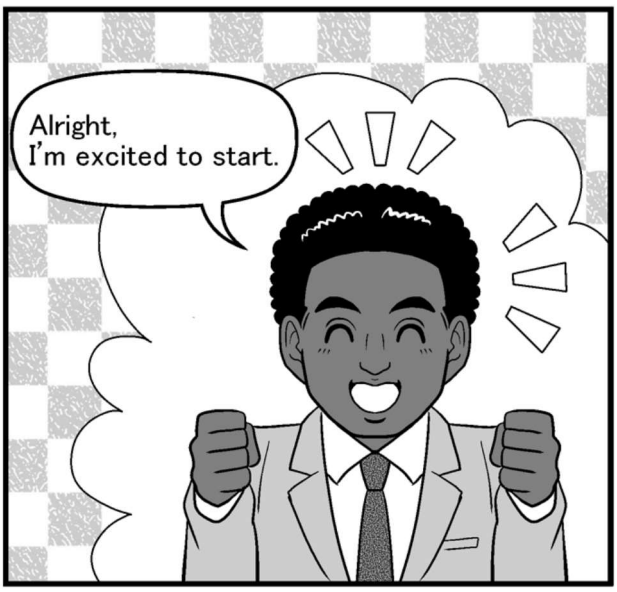
HINO
Lucas,
Don't forget to take notes during a customer appointment.
Oh?

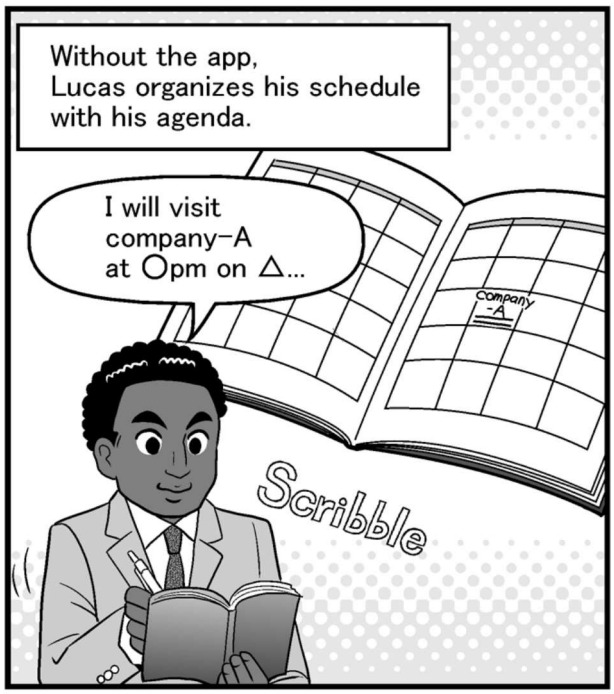

At Hino Motors we build a relationship based on trust, by communicating with our customers as our company grows.
That's why you need to take notes, to capture what the customer needs.

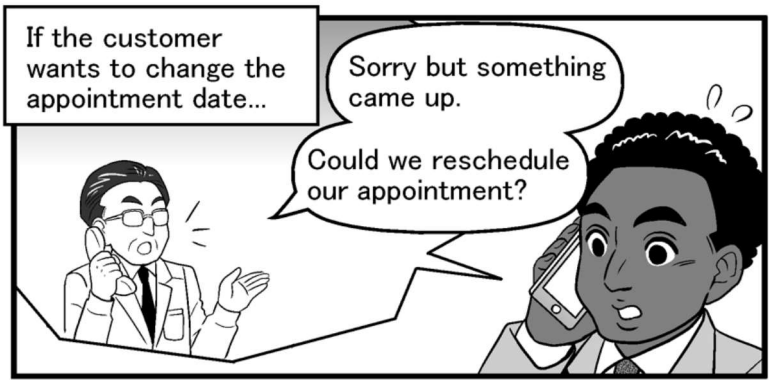
Ok..
I will keep that in mind.
Now that he mentions it, Anna told me the same thing ···
The relationship with our customers is based on trust, which we build through step-by-step communication.

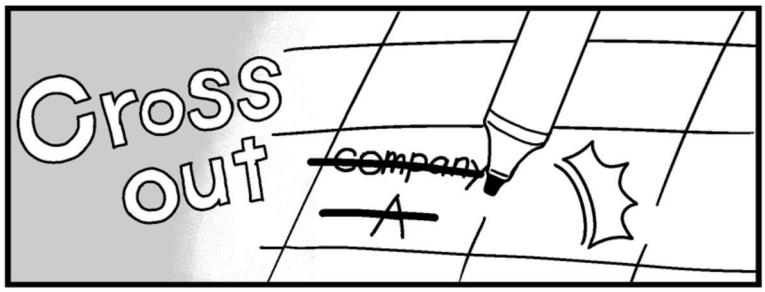
We have hundreds, thousands of customers, and sometimes there is a lack of staff to deal with them all.
That's why we must work systematically and efficiently through our TS and HINO OYAKUDACHI Activities.
We call this "TS Marketing".
In order to develop TS Marketing in such a systematic way, we need customer data,
And you can find this information in the Hi-Visit App.
Hi-Visit
START
Oh, I see that you already downloaded the Hi-Visit App.
I'm going to teach you how to use it.

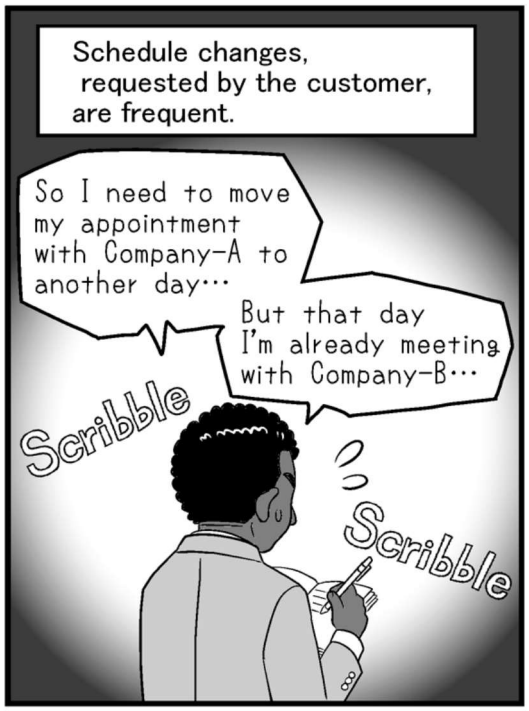

With this Hi-Visit APP, you won't waste any more time.
For example...

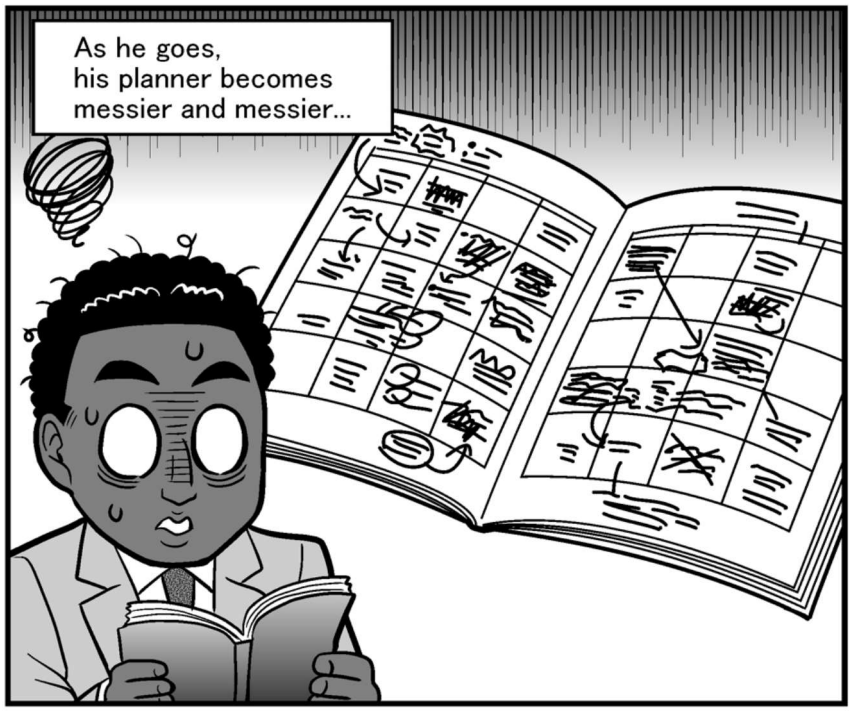

Alright, I'm excited to start.

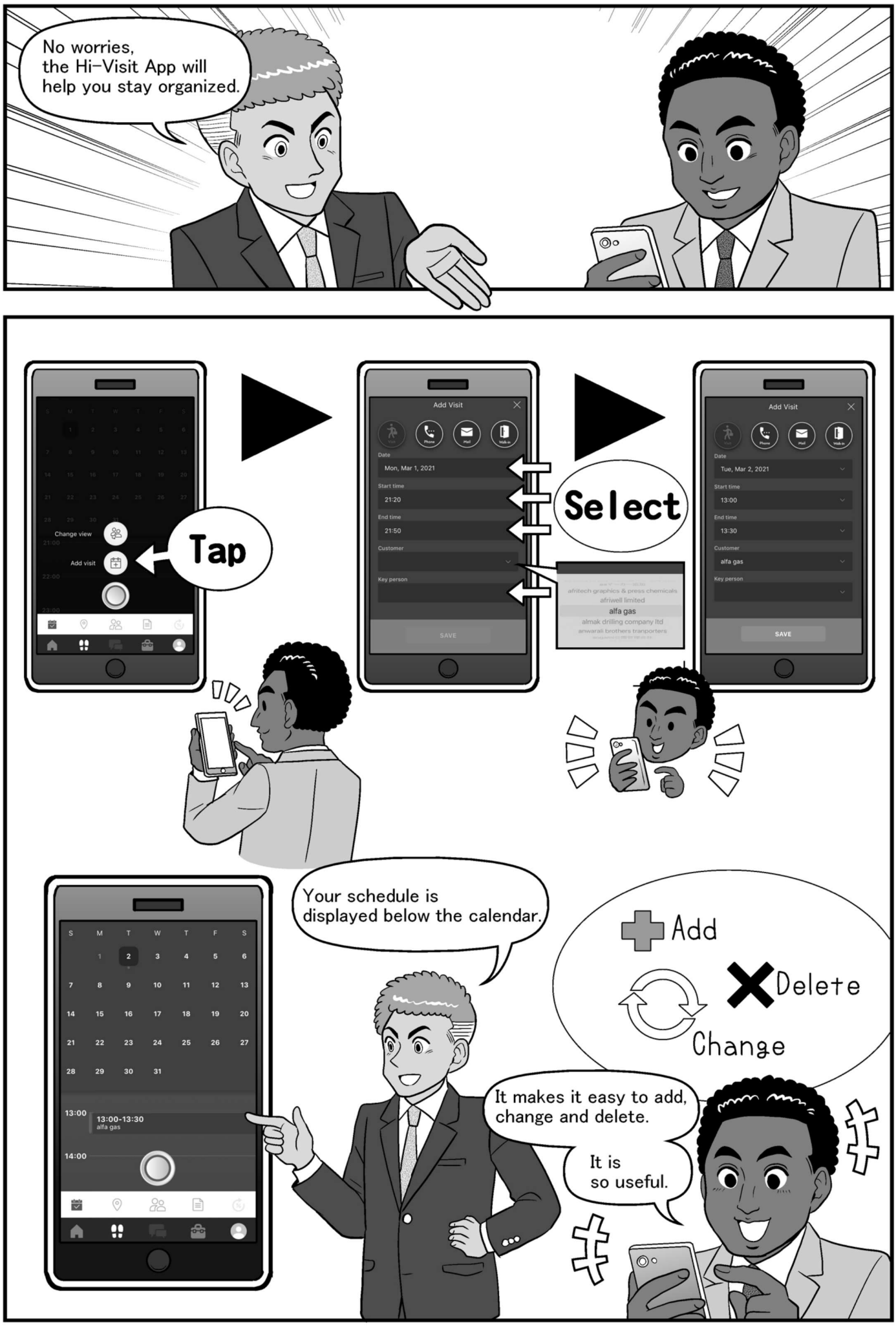

Without the app, Lucas organizes his schedule with his agenda.
I will visit company-A at Opm on △...
Company -A
Scribble

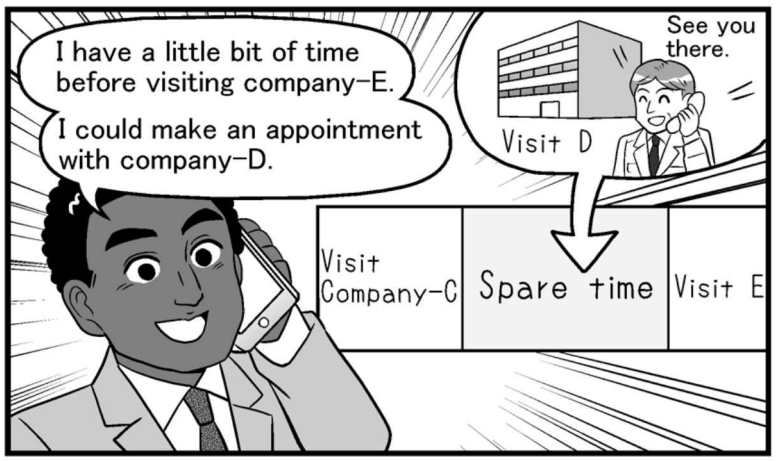

If the customer wants to change the appointment date...
Sorry but something came up.
Could we reschedule our appointment?

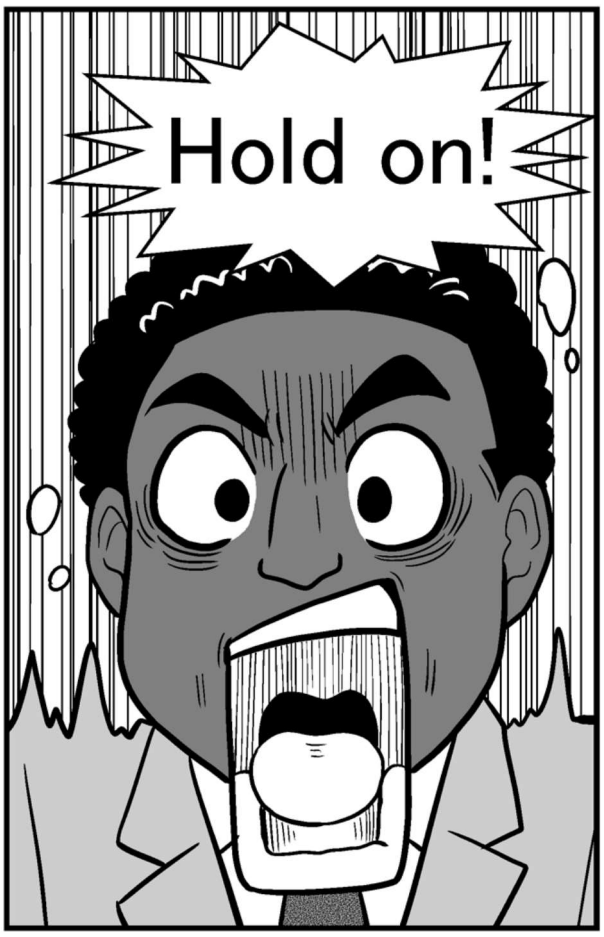

Cross out
Company
A


Schedule changes, requested by the customer, are frequent.
So I need to move my appointment with Company-A to another day…
But that day I'm already meeting with Company-B…
Scribble
Scribble

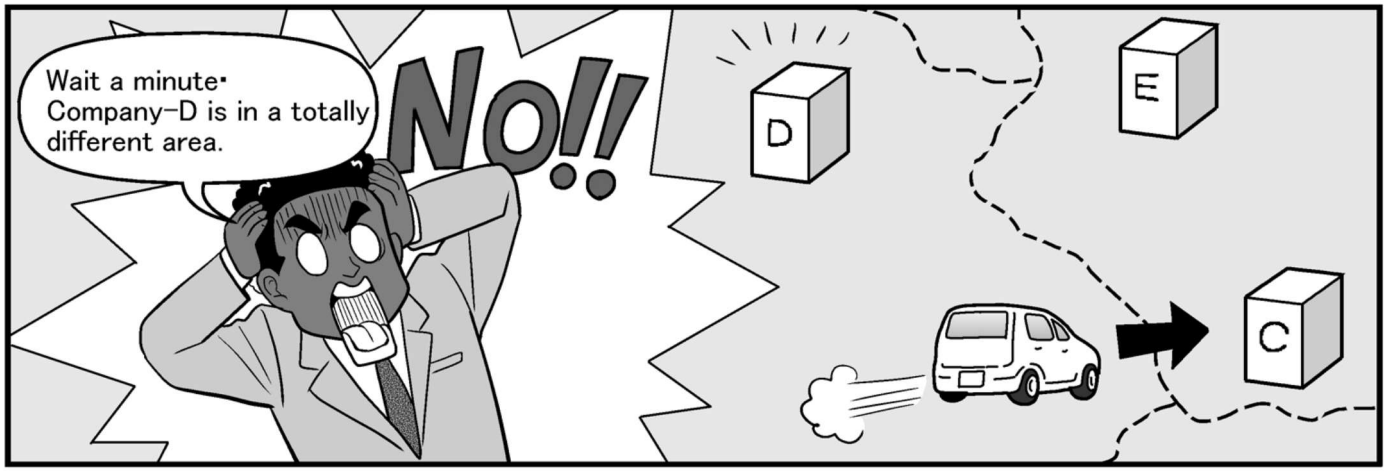

As he goes, his planner becomes messier and messier...

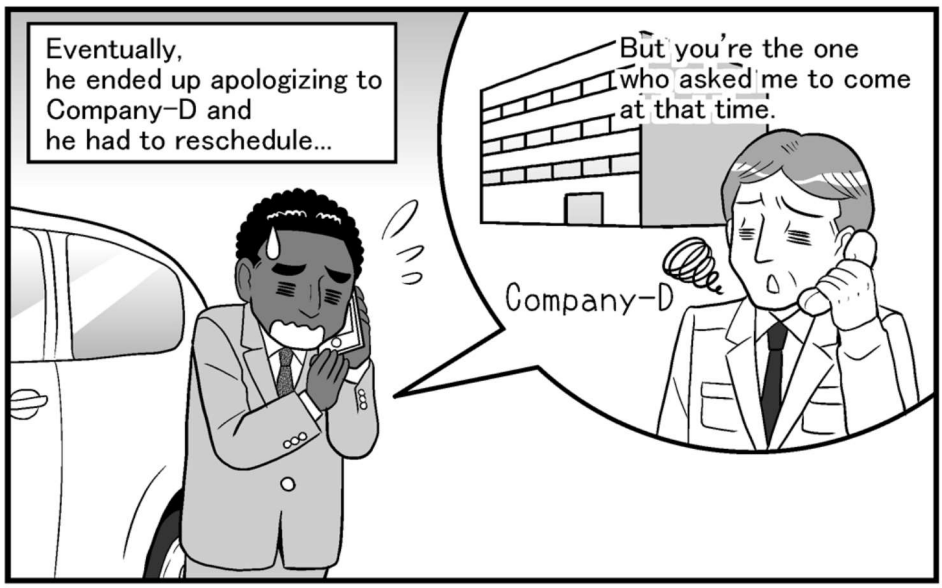

No worries,
the Hi-Visit App will
help you stay organized.
Change view
Add visit
Tap
Add Visit
Phone
Mail
Walk-in
Date
Mon, Mar 1, 2021
Start time
21:20
End time
21:50
Customer
Key person
SAVE
Select
afritech graphics & press chemicals
afriwell limited
alfa gas
almak drilling company ltd
anwarali brothers tranporters
Add Visit
Date
Tue, Mar 2, 2021
Start time
13:00
End time
13:30
Customer
alfa gas
Key person
SAVE
Your schedule is
displayed below the calendar.
13:00
13:00-13:30
alfa gas
14:00
Add
Delete
Change
It makes it easy to add,
change and delete.
It is
so useful.

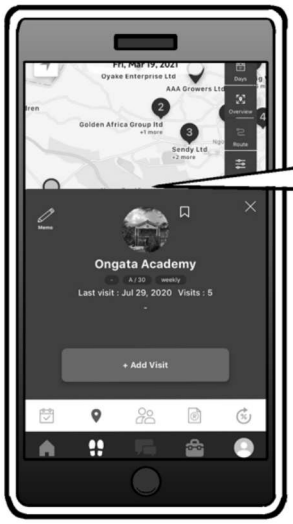

I have a little bit of time before visiting company-E.
I could make an appointment with company-D.
See you there.
Visit D
Visit Company-C
Spare time
Visit E


Hold on!

I practice the ･TS･ method for my customers as much as possible.
It is my job.

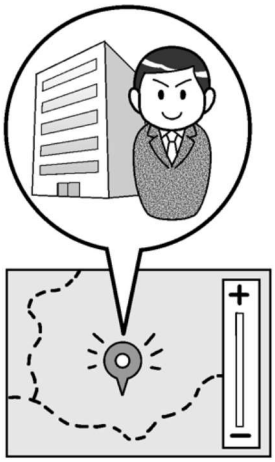

Wait a minute･ Company-D is in a totally different area.
No!!
D
E
C

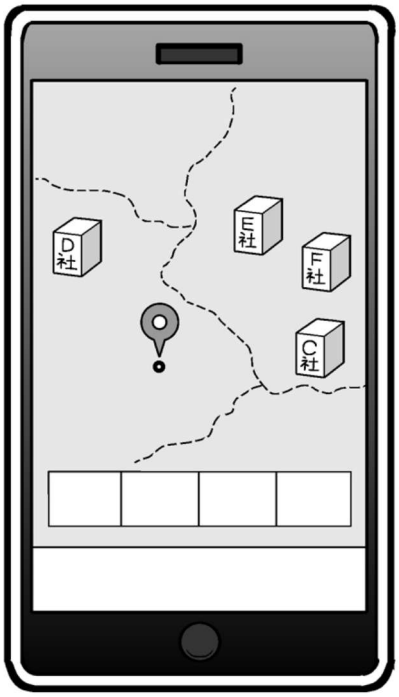

Eventually, he ended up apologizing to Company-D and he had to reschedule...
But you're the one who asked me to come at that time.
Company-D



Map and customers info

See customer's location on a small-scale map

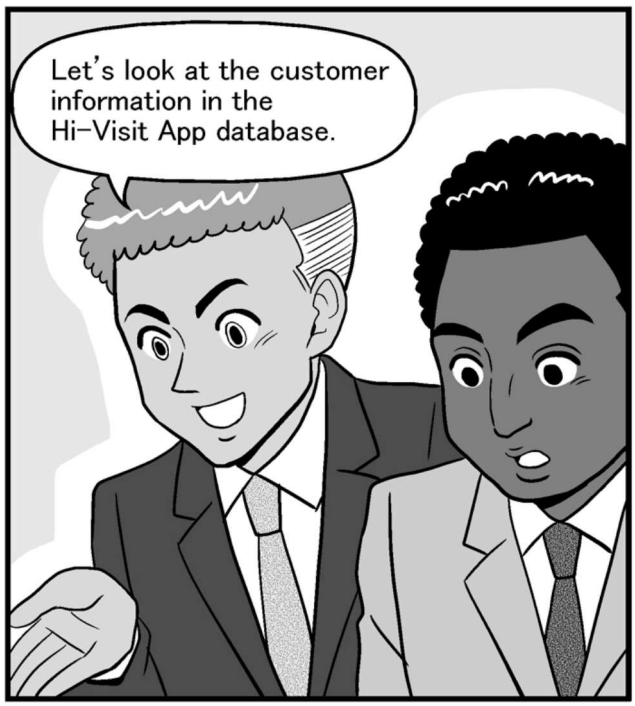




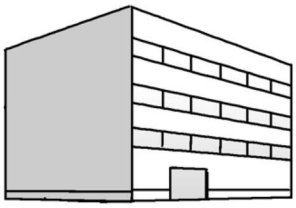
Use that as an opportunity to approach surrounding customers and avoid those who are too far away from your route.

In this case, I should make an appointment with Company-F, and not with D.

This app will help me a lot, I'm not good with directions.

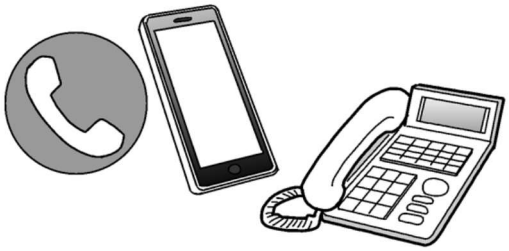


Company Name, Industry, Class



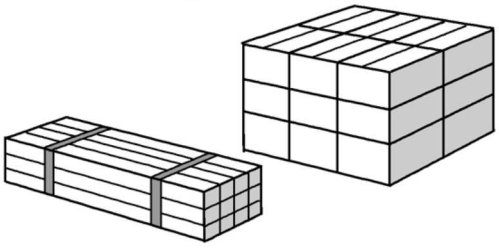
Key person

Address / Contact numbers



Vehicle / Product information
(Including any competitors' product)

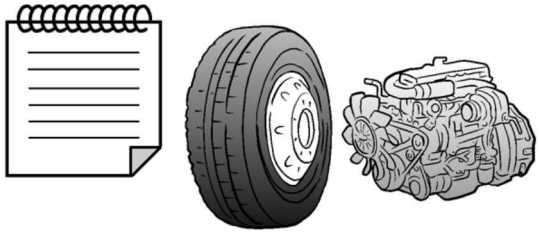
Type and weight of cargo to be transported, and
Information on general mileage and driving conditions

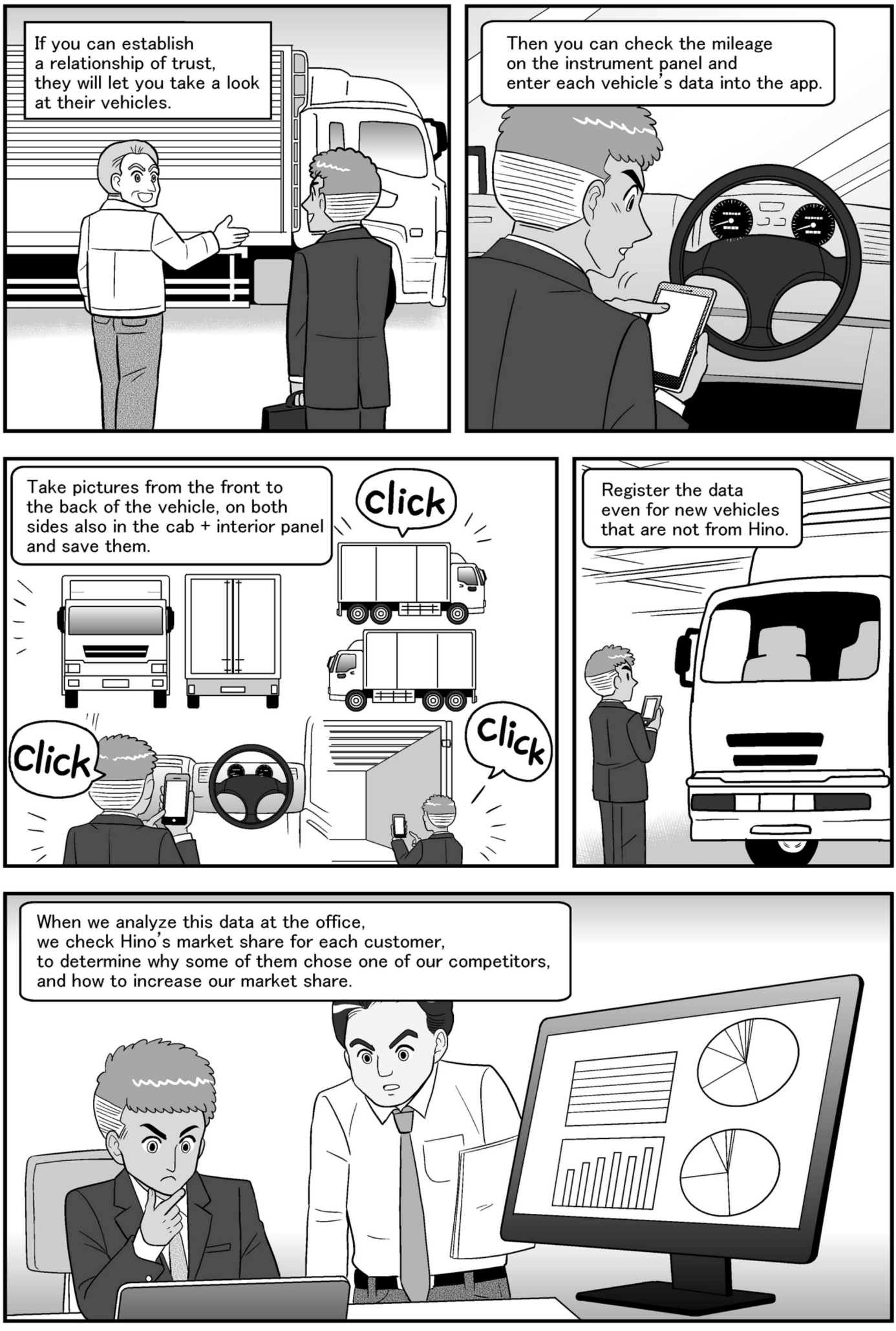


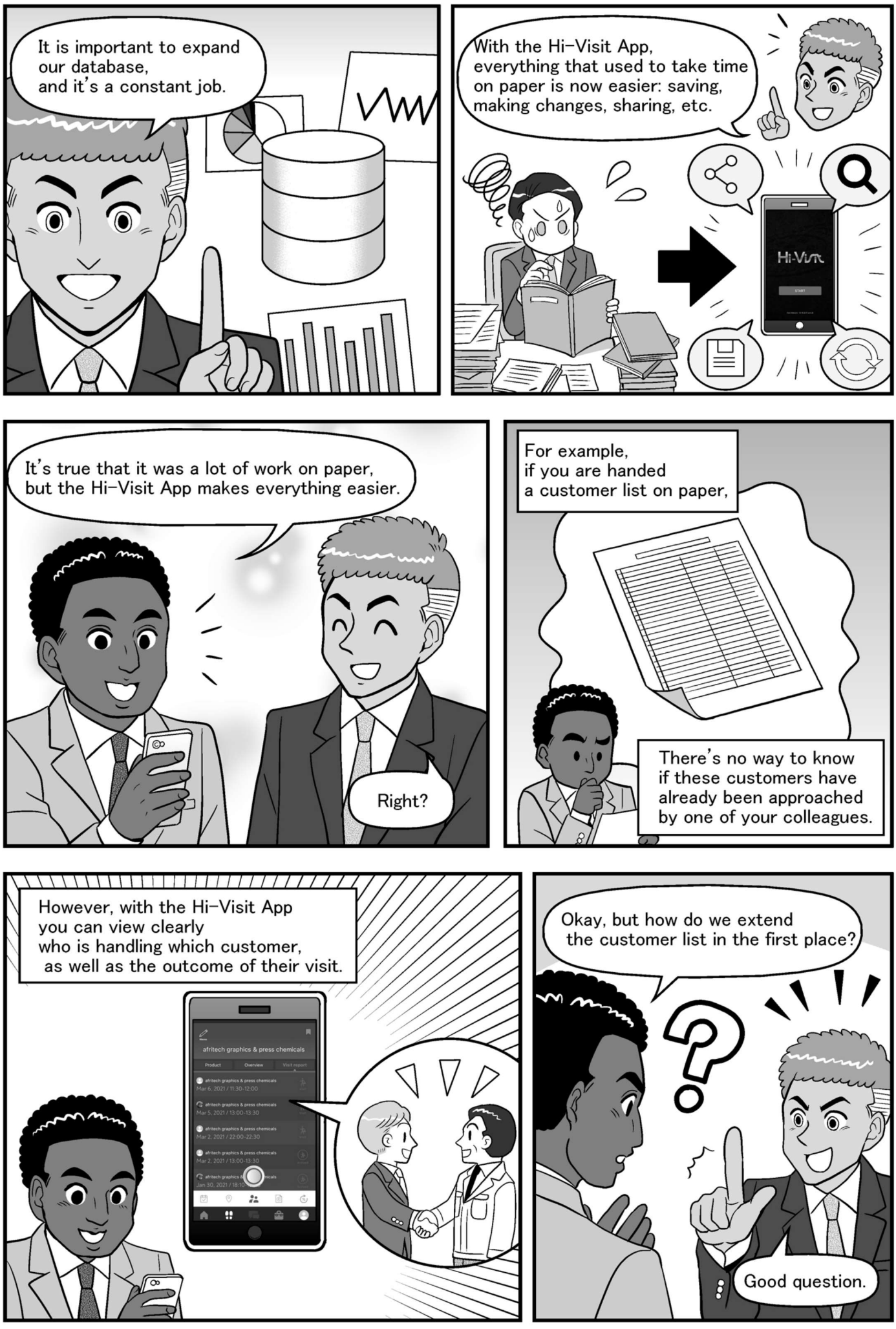
Mileage per vehicle

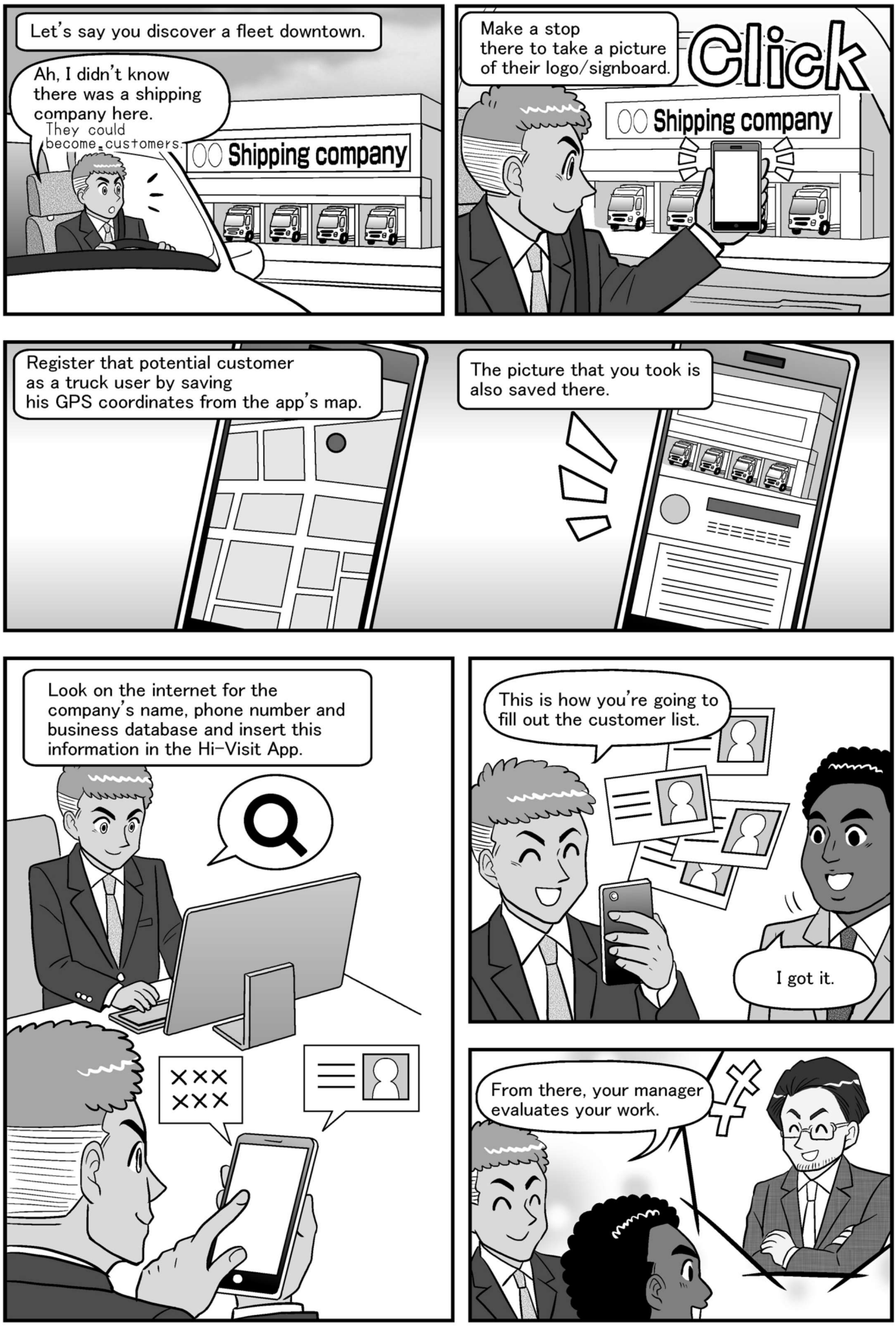
Where the customer received
or purchased the services and parts

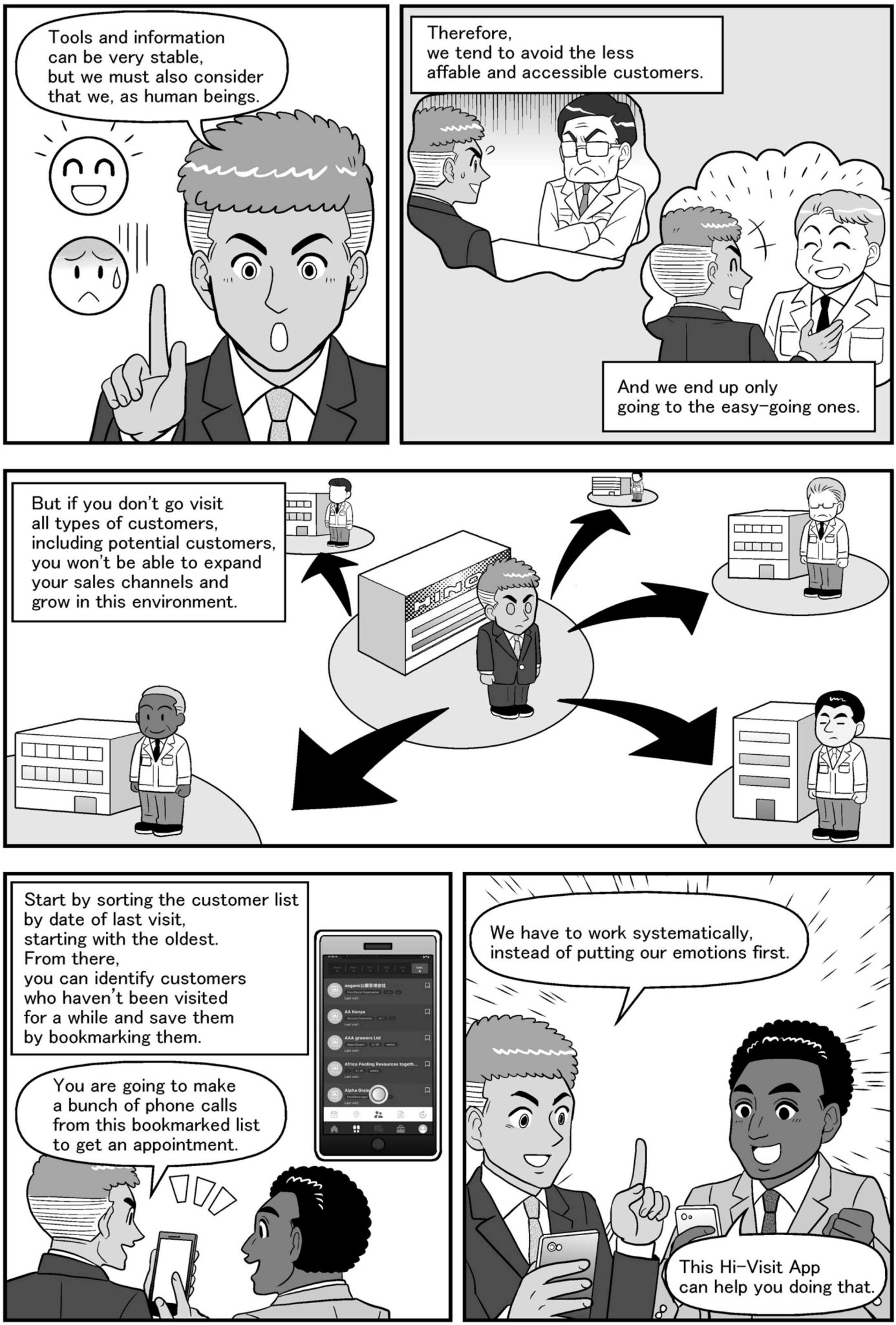
History of past services/parts purchases

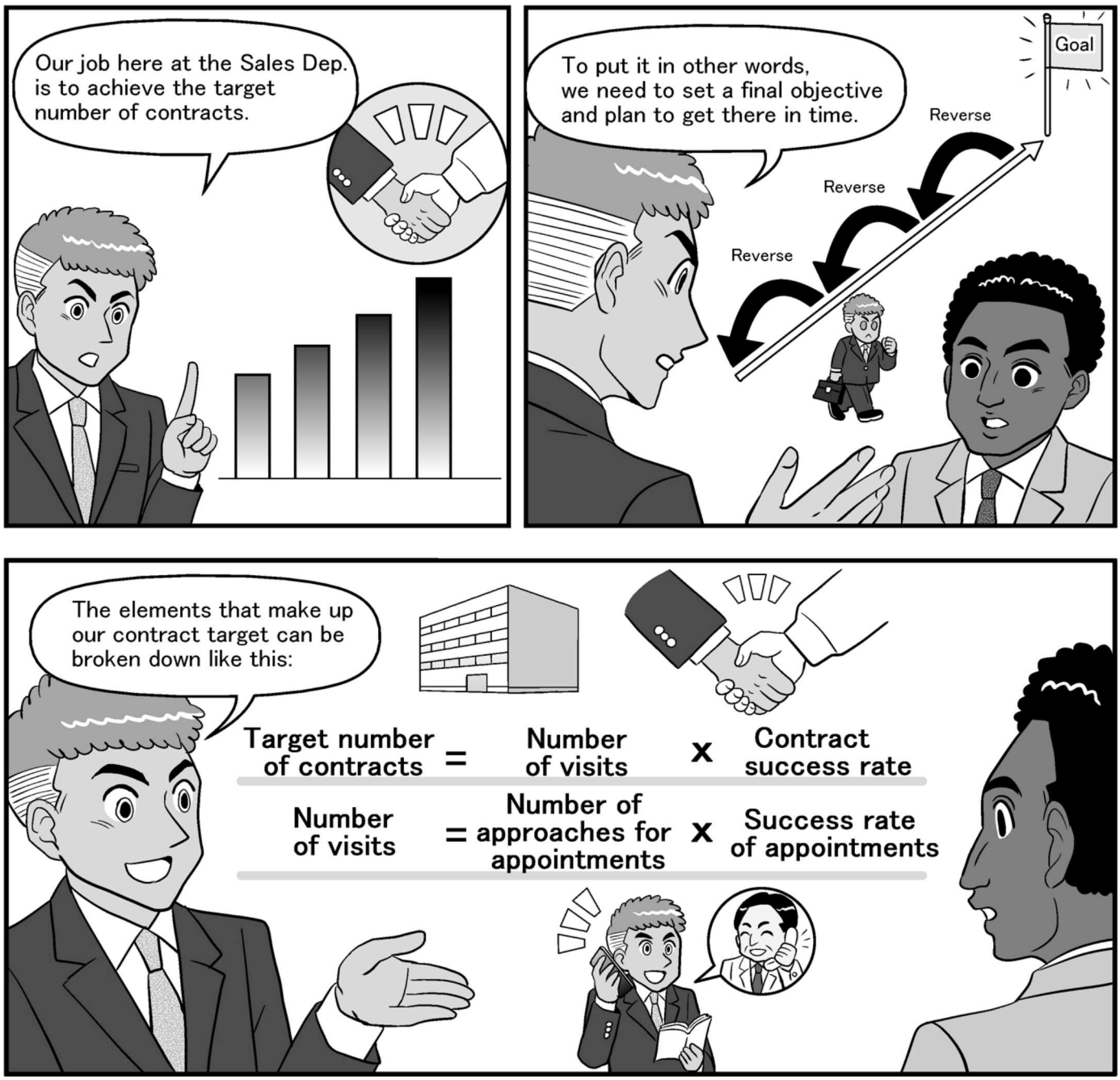


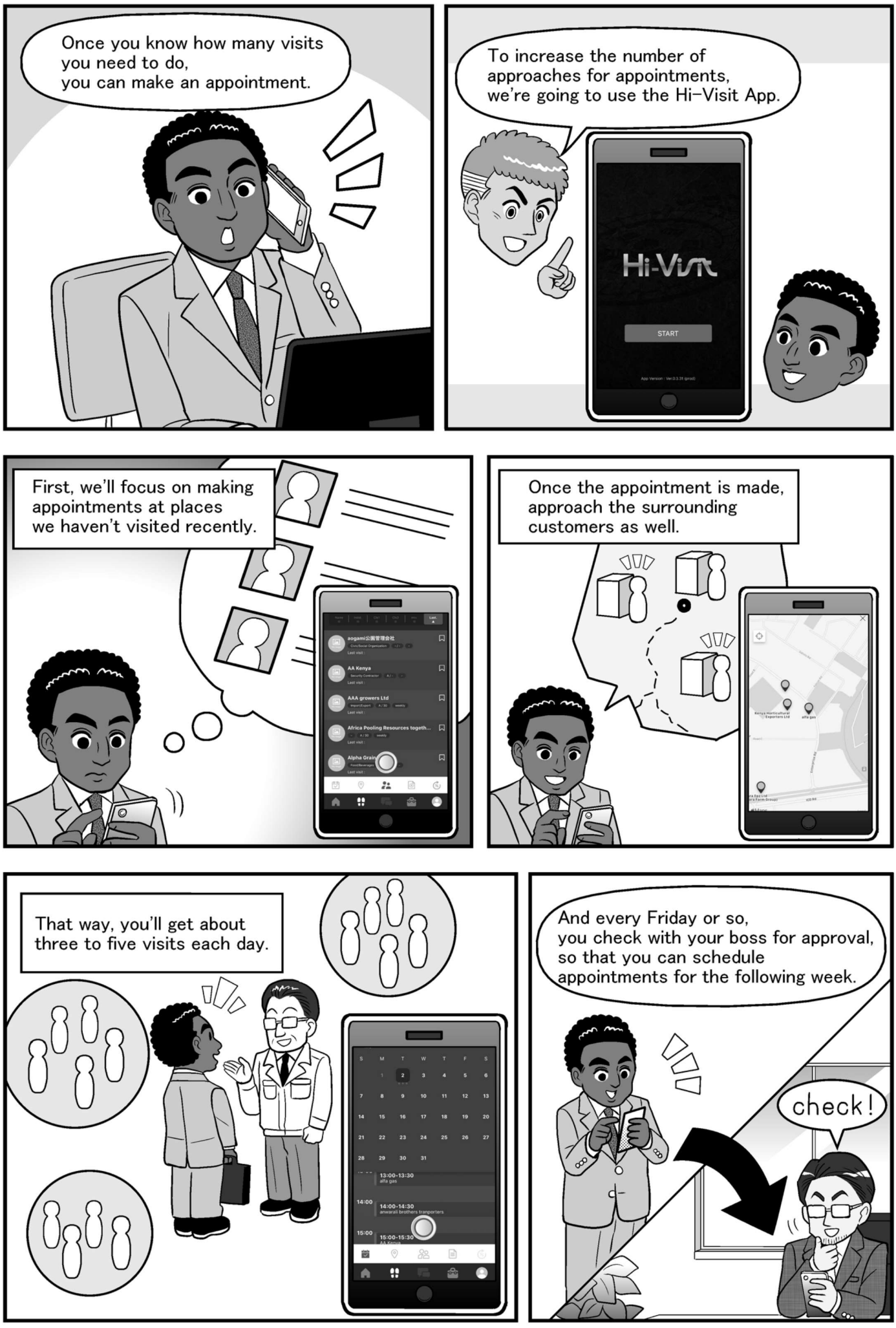

If you can establish a relationship of trust, they will let you take a look at their vehicles.
Then you can check the mileage on the instrument panel and enter each vehicle's data into the app.
Take pictures from the front to the back of the vehicle, on both sides also in the cab + interior panel and save them.
Click
Click
Click
Register the data even for new vehicles that are not from Hino.
When we analyze this data at the office, we check Hino's market share for each customer, to determine why some of them chose one of our competitors, and how to increase our market share.


It is important to expand our database, and it's a constant job.
With the Hi-Visit App, everything that used to take time on paper is now easier: saving, making changes, sharing, etc.
Hi-Visit
START
It's true that it was a lot of work on paper, but the Hi-Visit App makes everything easier.
Right?
For example, if you are handed a customer list on paper,
There's no way to know if these customers have already been approached by one of your colleagues.
However, with the Hi-Visit App you can view clearly who is handling which customer, as well as the outcome of their visit.
afritech graphics & press chemicals
Product
Overview
Visit report
Okay, but how do we extend the customer list in the first place?
Good question.


Let's say you discover a fleet downtown.
Ah, I didn't know there was a shipping company here.
They could become customers.
○○ Shipping company
Make a stop there to take a picture of their logo/signboard.
Click
○○ Shipping company
Register that potential customer as a truck user by saving his GPS coordinates from the app's map.
The picture that you took is also saved there.
Look on the internet for the company's name, phone number and business database and insert this information in the Hi-Visit App.
×××
×××
This is how you're going to fill out the customer list.
I got it.
From there, your manager evaluates your work.


Tools and information can be very stable, but we must also consider that we, as human beings.
Therefore, we tend to avoid the less affable and accessible customers.
And we end up only going to the easy-going ones.
But if you don't go visit all types of customers, including potential customers, you won't be able to expand your sales channels and grow in this environment.
Start by sorting the customer list by date of last visit, starting with the oldest. From there, you can identify customers who haven't been visited for a while and save them by bookmarking them.
You are going to make a bunch of phone calls from this bookmarked list to get an appointment.
We have to work systematically, instead of putting our emotions first.
This Hi-Visit App can help you doing that.

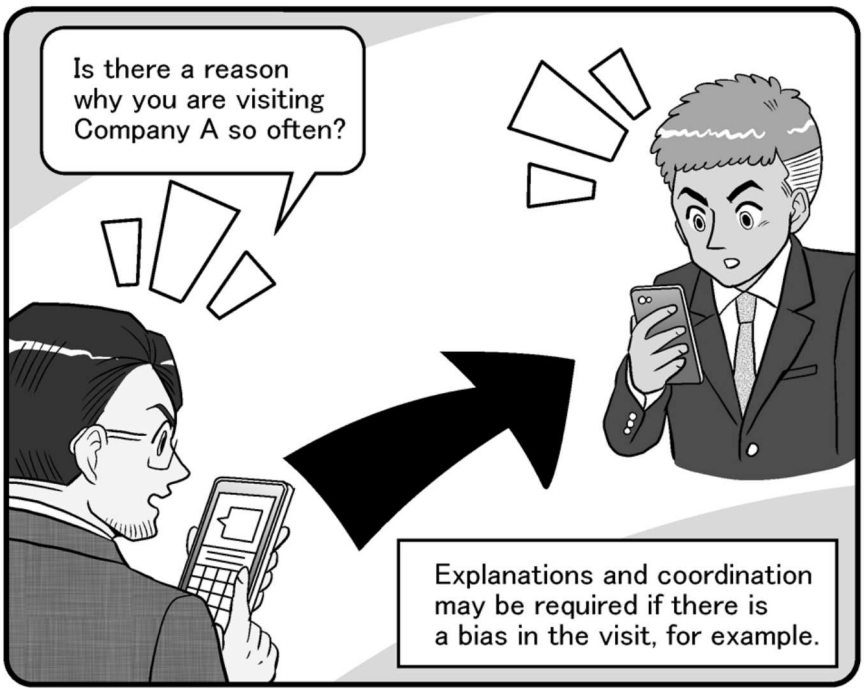

Our job here at the Sales Dep. is to achieve the target number of contracts.
To put it in other words, we need to set a final objective and plan to get there in time.
Goal
Reverse
Reverse
Reverse
The elements that make up our contract target can be broken down like this:
Target number of contracts = Number of visits x Contract success rate
Number of visits = Number of approaches for appointments x Success rate of appointments
If your goal for this month is to close two contracts
And you know from experience that the closing rate is 20%.
Target number of contracts:2 =
Number of visits x Contract success rate:20%
Number of visits = 2 ÷ 20%
Number of visits = 10
So in this case you know you need to visit around 10 customers.
Don't decide out of nowhere how many appointments to make.
It is simply determined by this reverse calculation.
I see!


Once you know how many visits you need to do, you can make an appointment.
To increase the number of approaches for appointments, we're going to use the Hi-Visit App.
Hi-Visit
START
First, we'll focus on making appointments at places we haven't visited recently.
aogami公園管理会社
AA Kenya
AAA growers Ltd
Africa Pooling Resources togeth...
Alpha Grain
Once the appointment is made, approach the surrounding customers as well.
That way, you'll get about three to five visits each day.
13:00-13:30
alfa gas
14:00-14:30
anwaralI brothers tranporters
15:00-15:30
AA Kenya
And every Friday or so, you check with your boss for approval, so that you can schedule appointments for the following week.
check!

Our boss is checking each one of our sales staff members' schedules.

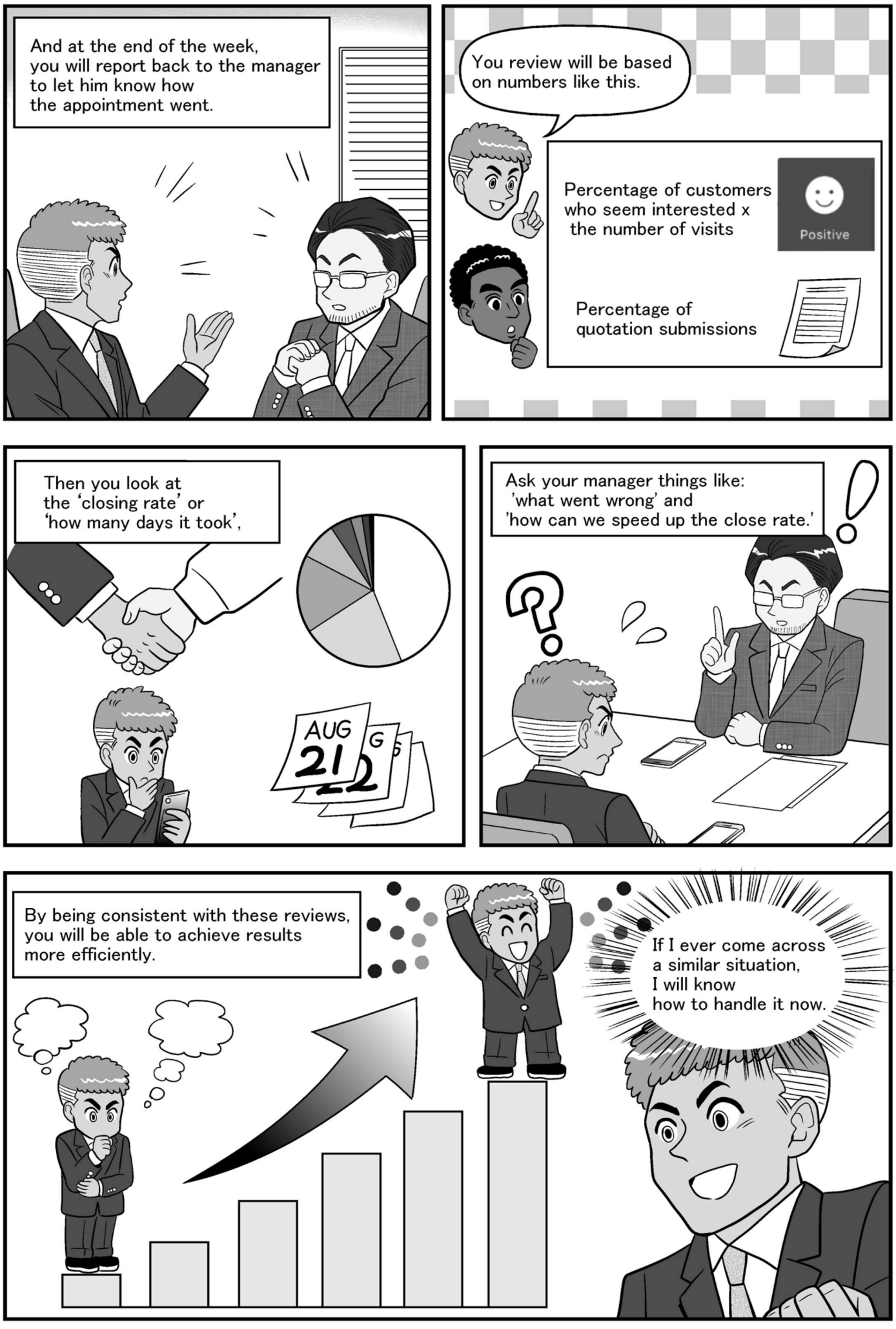
I see that Richard has an appointment scheduled.

Wait..
What does this mean?


Is there a reason why you are visiting Company A so often?
Explanations and coordination may be required if there is a bias in the visit, for example.

Ummm.

Can you visit Company B tomorrow at 3pm?
When you have some spare time, your boss may also send you additional instructions.


And at the end of the week,
you will report back to the manager
to let him know how
the appointment went.
You review will be based
on numbers like this.
Percentage of customers
who seem interested x
the number of visits
Positive
Percentage of
quotation submissions
Then you look at
the 'closing rate' or
'how many days it took',
AUG
21
22
Ask your manager things like:
'what went wrong' and
'how can we speed up the close rate.'
By being consistent with these reviews,
you will be able to achieve results
more efficiently.
If I ever come across
a similar situation,
I will know
how to handle it now.

Hey, how's it going?
Oh,
Rick and Anna.
You are making
great progress, Richard.
Thank you.
Even though you, Lucas,
only joined the company yesterday,
you still need a goal.
Let's say
Your goal for
next week is 15, Lucas.
Ok.
So,
To achieve my goal, I need...
Oh..?
He's already using
our reverse method
to calculate.
Keep up
the good work!

A few days later...
HINO
Good morning.
Morning.
I see
I see
Hino News,
in the Hi-visit App,
always shows all the latest news.
It's very helpful.
ALL
HINO
DIST
DLR
HINO
Fri, Feb 26, 2021
News
HINO
HINO NEWS- 2021/02/26
HINO
Fri, Feb 26, 2021
News
HINO
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
Let's check
Lucas' schedule today.
Oh?

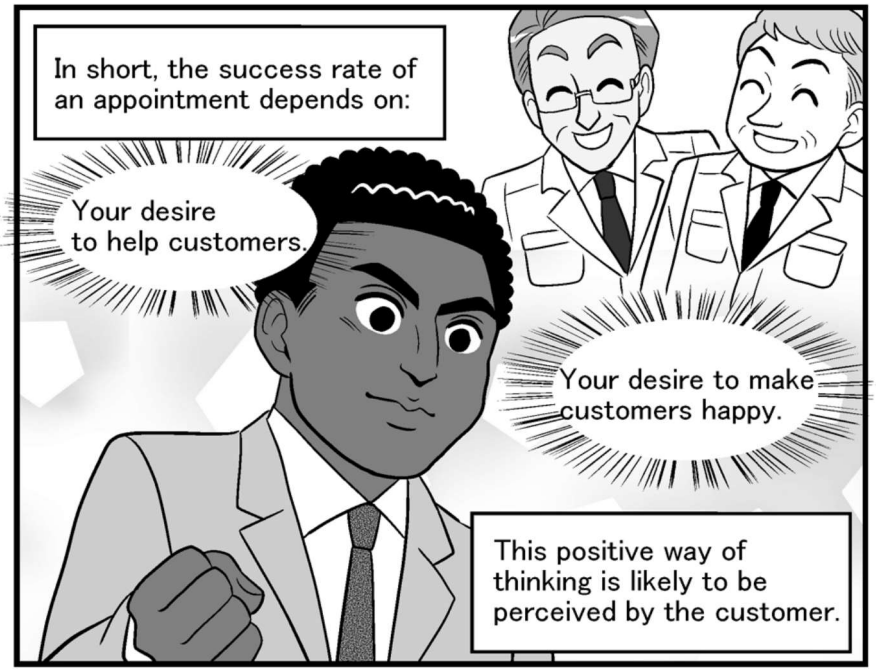
I'm very sorry...
No no
I don't need
you to apologize.
I'm wondering
why you make
so few appointments.
I thought you would know
how to make an appointment
since Richard taught
you how to do so.
It's just that...
I can't seem to make appointments,
even when I call directly.
Alright.
You have a problem
with your
"success rate of
making appointments".
Number of visits = Number of approaches for appointments x Success rate of making appointments
Ok, Lucas you can
go back to work.
Could you ask
Richard to come
to my office?

Sigh
Poc
Lucas, just cheer up.
Oh, you're here.
I heard you are struggling to make appointments.
Yes, I am..
I don't know what to do..
Mr. Rick asked me to help you with that.
Let's do it together.
Oh really, thank you.
Ok, open the customer list from the app.
Let's start with an appointment with this customer.
Sure.

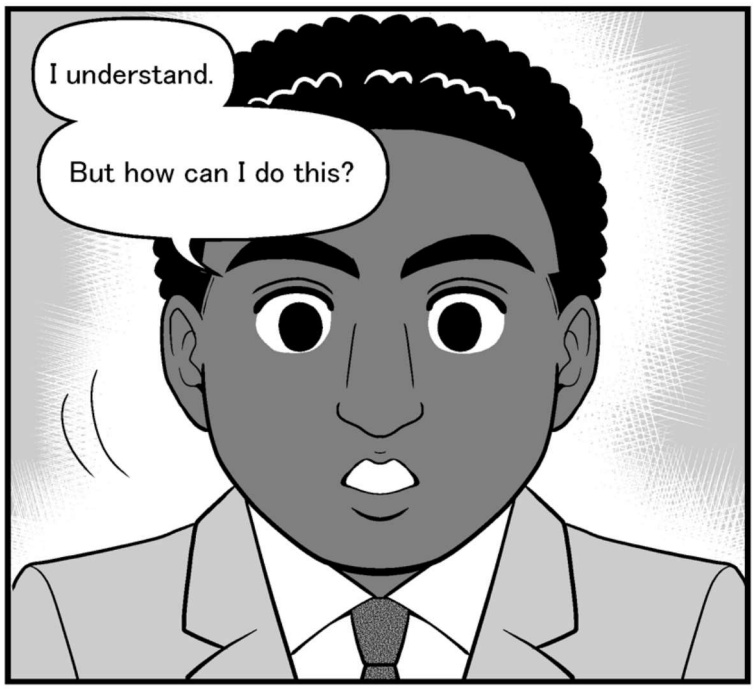
Please sir...
Just give me some of your time.
Gloops
I have a quota to achieve.
I'm sorry, I failed again.
Annoyed
Ok, the problem is pretty obvious here.
Lucas...
It doesn't work because you are trying to make this appointment for yourself.
what.
But..!?
But the point of making appointment is not to achieve my goal?

You said that
I have to work backwards
from my goal.
Ahh..
That's where
we misunderstood
each other.
Making appointments is
not something
that you do for yourself,
but for your customers.
?
If many of your customers are satisfied,
then as a result you achieve your goals.
To put it another way,
The happier your customers are,
the easier it is to reach your goal.
That's what you need to do.
The way we think
determines our actions
I don't give
a damn about
your quota !
Please
give me
a chance.
I still need 3 appointments
to achieve my quota.
If you make it all about you,
you make yourself look selfish.
And the customer doesn't
want to do business
with a selfish salesman.
Hang
up

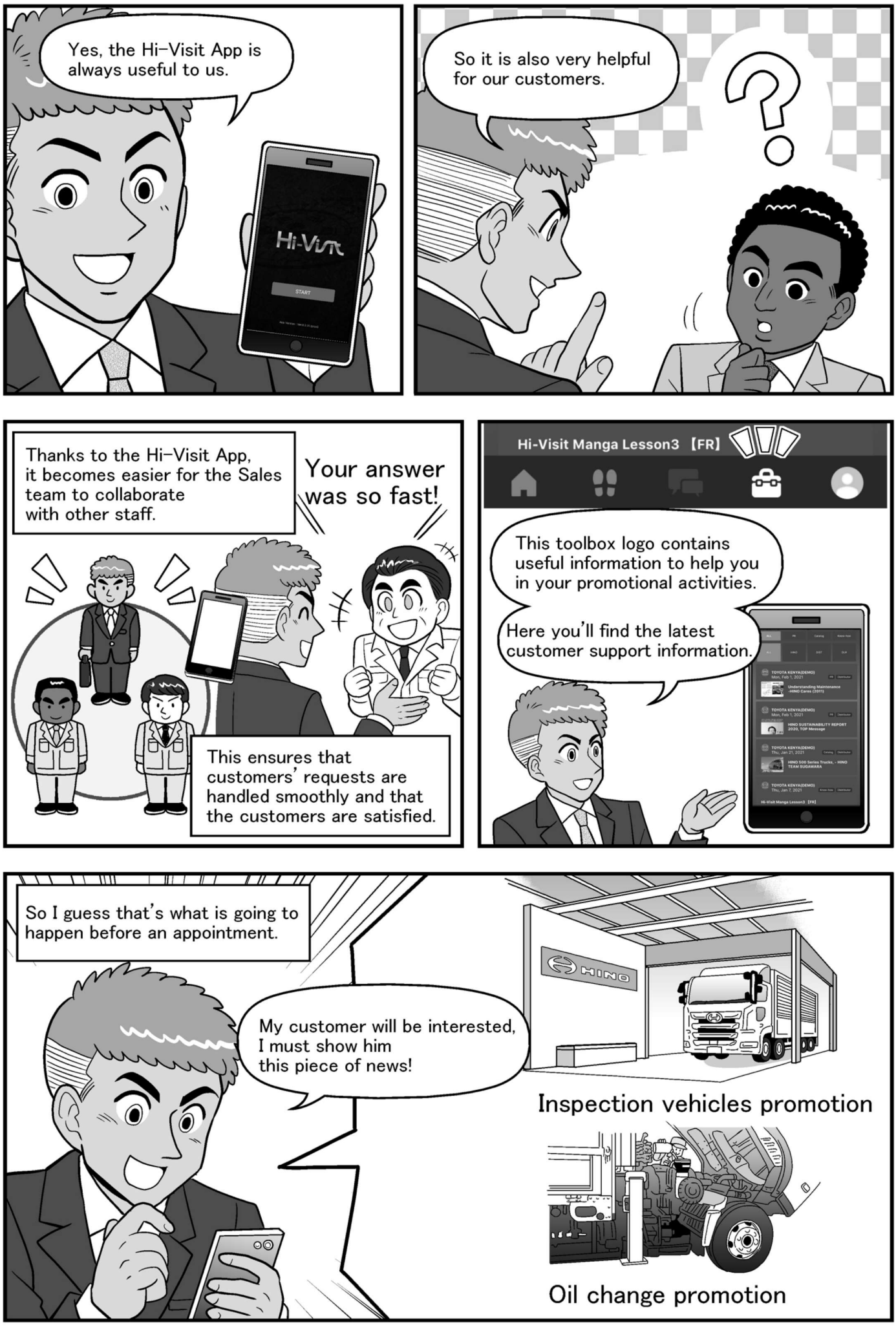
On the contrary,
if your customers see that
your goal is to help them,
presenting things that are useful
to them and trying to make
them happy, they're going to
be glad to work with you.
He seems like a
reliable person.
Oh,
you're right.

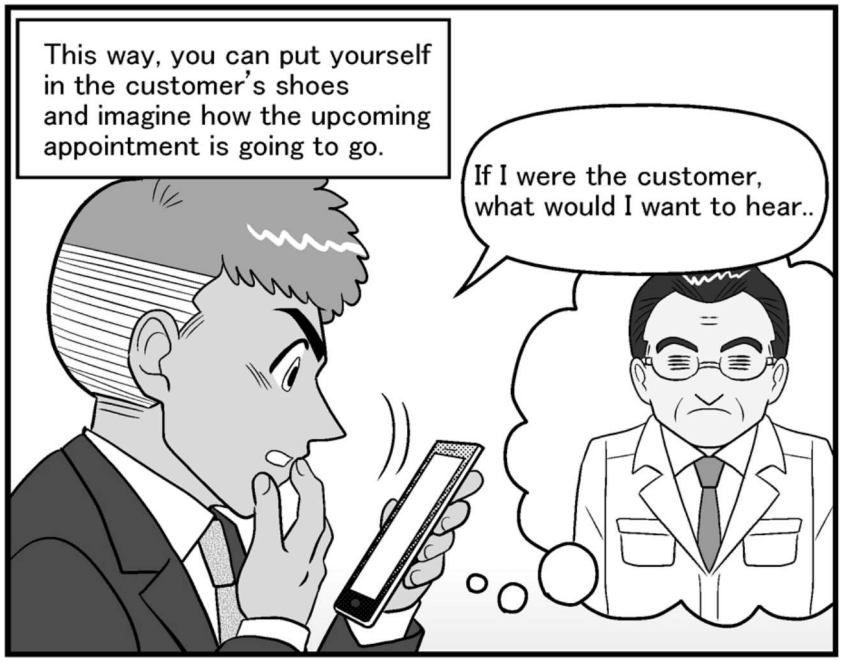

In short, the success rate of
an appointment depends on:
Your desire
to help customers.
Your desire to make
customers happy.
This positive way of
thinking is likely to be
perceived by the customer.

Be careful not to exaggerate,
otherwise this attitude can become
one-sided and the customer
might not appreciate.
You have to take the customer's
situation into account :
they might not be able to accept it.


I understand.
But how can I do this?

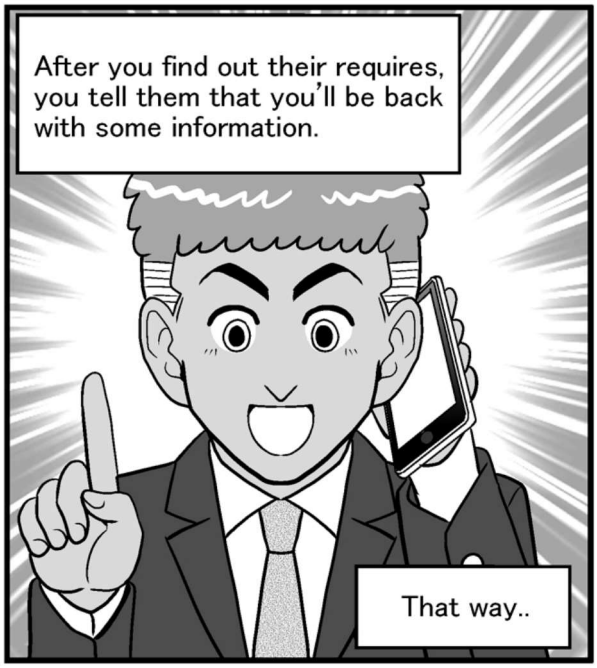
The answer is here.
The Hi-Visit App ?
Hi-Visit
START


Yes, the Hi-Visit App is always useful to us.
Hi-Visit
START
So it is also very helpful for our customers.
Thanks to the Hi-Visit App, it becomes easier for the Sales team to collaborate with other staff.
Your answer was so fast!
This ensures that customers' requests are handled smoothly and that the customers are satisfied.
Hi-Visit Manga Lesson3 【FR】
This toolbox logo contains useful information to help you in your promotional activities.
Here you'll find the latest customer support information.
So I guess that's what is going to happen before an appointment.
My customer will be interested, I must show him this piece of news!
HINO
Inspection vehicles promotion
Oil change promotion


This way, you can put yourself in the customer's shoes and imagine how the upcoming appointment is going to go.
If I were the customer, what would I want to hear..

Then you need to contact the customer.
Hello.
This is Richard, from Hino Motors.

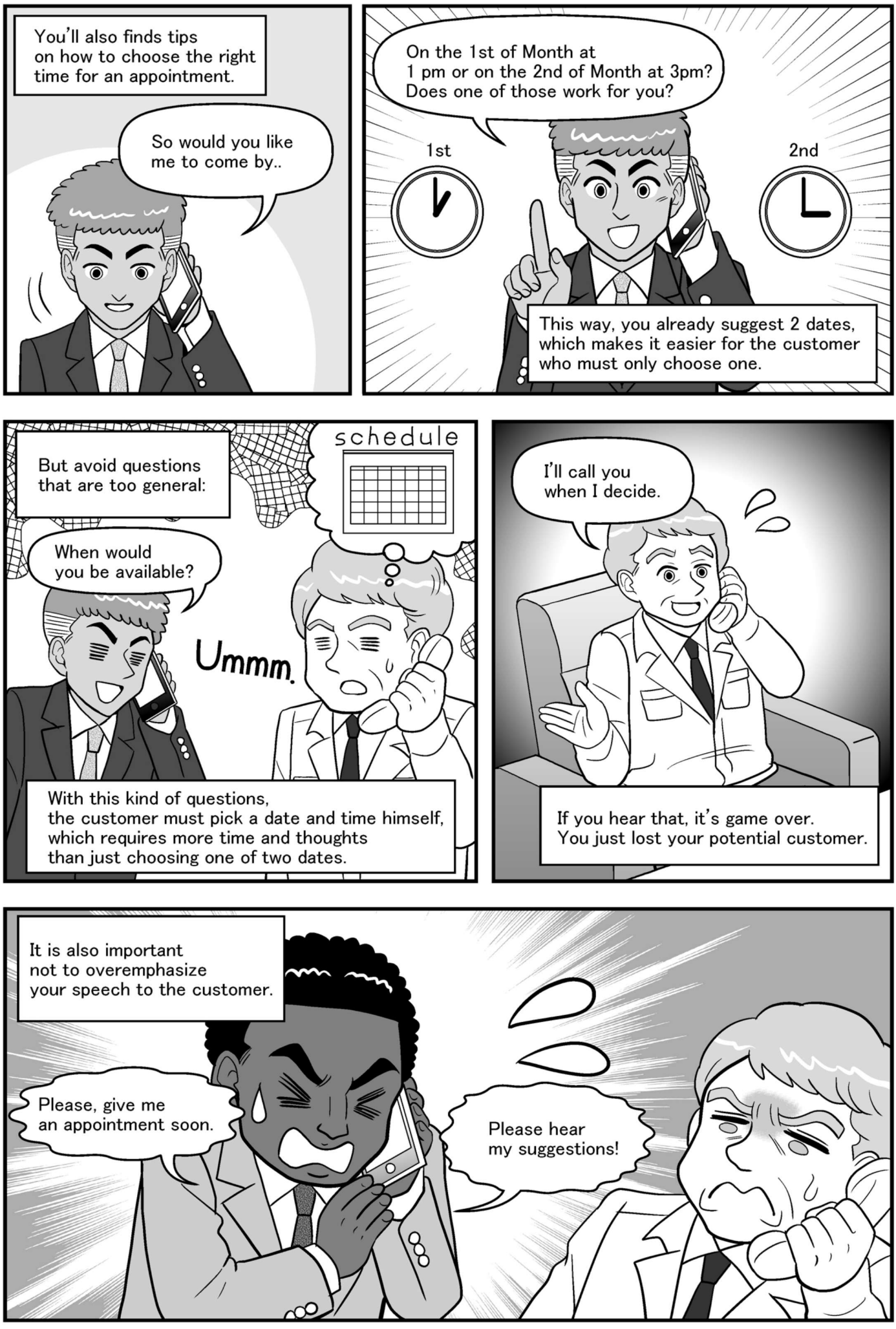
You must change your previous assumptions as the conversation goes.
I understand...
And you narrow them down to what your customer specifically needs.

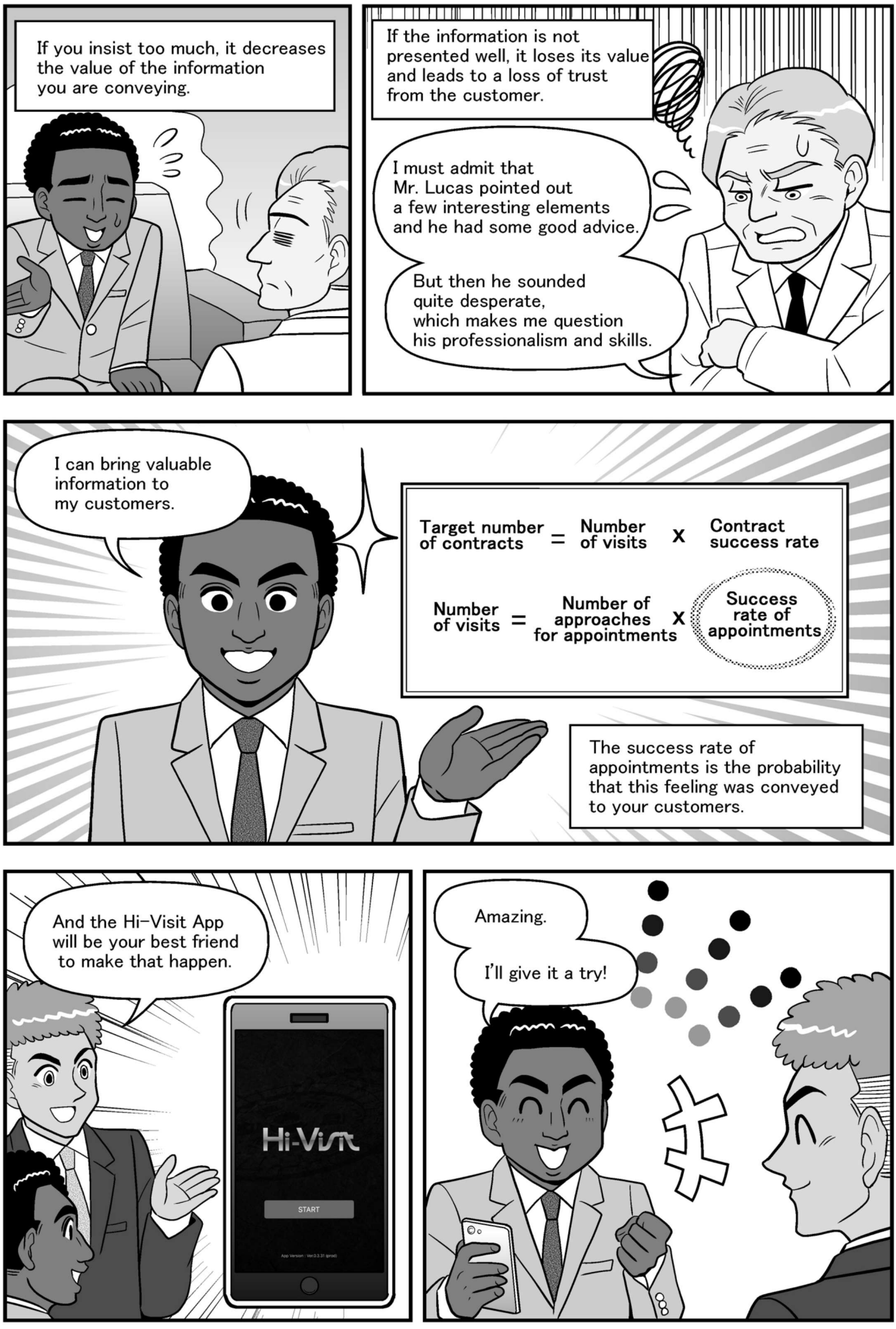

After you find out their requires, you tell them that you'll be back with some information.
That way..

Wow, that's very interesting.
Could you stop by soon?

It's so rewarding to hear the positive feedback from customers!

Sad
What's the matter now!?
Given the level I'm at right now, I don't think I'm able to make hypothesis as accurate as that..
I see
Then you can look for customers that we haven't visited for a long time.
Customer Name
aogami公園管理会社
AA Kenya
AAA growers Ltd
Africa Pooling Resources togeth...
Alpha Grain
See, this one was maintained 3 months ago, and no one came back there since.
Oh
Could we come and c heck your vehicles?
For Sure!
I got it. Things go smoothly with this approach.


You'll also finds tips on how to choose the right time for an appointment.
So would you like me to come by..
On the 1st of Month at 1 pm or on the 2nd of Month at 3pm? Does one of those work for you?
1st
2nd
This way, you already suggest 2 dates, which makes it easier for the customer who must only choose one.
But avoid questions that are too general:
When would you be available?
schedule
Ummm.
With this kind of questions, the customer must pick a date and time himself, which requires more time and thoughts than just choosing one of two dates.
I'll call you when I decide.
If you hear that, it's game over. You just lost your potential customer.
It is also important not to overemphasize your speech to the customer.
Please, give me an appointment soon.
Please hear my suggestions!


If you insist too much, it decreases the value of the information you are conveying.
If the information is not presented well, it loses its value and leads to a loss of trust from the customer.
I must admit that Mr. Lucas pointed out a few interesting elements and he had some good advice.
But then he sounded quite desperate, which makes me question his professionalism and skills.
I can bring valuable information to my customers.
Target number of contracts = Number of visits x Contract success rate
Number of visits = Number of approaches for appointments x Success rate of appointments
The success rate of appointments is the probability that this feeling was conveyed to your customers.
And the Hi-Visit App will be your best friend to make that happen.
Hi-Visit
START
Amazing.
I'll give it a try!

1 week later
HINO
Wow
Lucas has been seeing a lot of customers lately.
Richard's lessons have paid off.
Yes, indeed.
From now on people like Richard will be able to reach their goal by using the Hi-Visit App.
I must say that I envy them a bit: we didn't have such a handy tool in my day.
You're right. But Richard is also someone who can think logically.
I agree.
People with logical thinking become invincible with the Hi-Visit App.