

# THE PURCHASING MANAGER'S GUIDE



What operators, operations managers and service teams want you to know about forklift selection

**A**s a purchasing manager who secures lift trucks for your company, you're already focused on equipment that respects the bottom line, whether that means balancing the initial spend with lower monthly costs, or optimizing for a low total cost of ownership over the life of the truck. But what about the folks who interact with lift trucks day in and day out once they've made it from the factory to your facility? Do you really know what matters to operators, operations managers and service teams?

## SERVICE TEAMS

Minimizing the work on their plate is vital for service teams that are strapped for skilled technicians and pushed to quickly repair and maintain essential equipment.

### Consider:

- Durable, reinforced parts
- Extended service intervals
- Easily accessible components
- Maintenance-free stability systems
- Telemetry to instigate operator checks and flag maintenance requirements, impacts and issues

## OPERATORS

Lift trucks have to work hard to help operators stay comfortable, safe and productive through long, tough shifts.

### Consider:

- Ergonomics
- Visibility
- Exhaust fumes
- Noise levels
- Maneuverability
- Stability support
- Pedestrian and environmental awareness aids

## OPERATIONS MANAGERS

Maximizing operator retention and productivity and minimizing equipment downtime are critical to operations managers who are charged with running their facility in the face of unrelenting demand.

### Consider:

- Features configured for the unique needs of the job
- Stability support
- Pedestrian and environmental awareness aids
- Emissions-compliant power sources
- Robust warranties

Consult our [white paper](#) to learn more about industry trends that may influence your forklift selection.