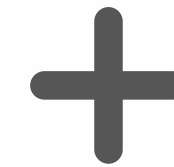


Debunking Myths:

Attracting and Retaining Technicians in Heavy Equipment Dealerships

July 18, 2024



PRESENTERS



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About

 **SATISFYD**



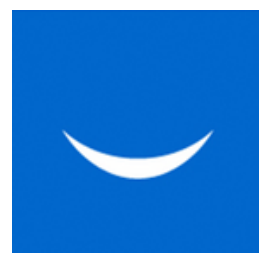
Your Partner



Wowing customers & employees since 1998



Heavy equipment dealership specific experience



Fully integrated and automated with key business systems

Our Solutions



Voice of Customer

Boost revenue by leveraging customer feedback gained through our automated full-service customer experience survey process



Voice of Employee

Attract and keep talent by turning employee feedback into actionable insights with our turnkey engagement program



SATISFYD Reviews

Take control of your online reputation by managing online reviews with our software designed for the heavy equipment industry

The Impact of Feedback on Your Bottom Line

- ✓ Boost Revenue
- ✓ Attract and Keep Top Talent
- ✓ Take Control of Your Online Reputation
- ✓ Gain a Competitive Advantage

What Our Customers Typically Experience:

1

A 1-point increase in market share for every 6 points of improved tracked metrics

2

A boost in online reviews from 40% to 80% in the first year

3

An impressive 13X return on investment

Learn More About Our Customers



Doug Tibben
President



Focusing on customer feedback, employee education, and improved communication channels led to a **60% increase in market share for Pattison Agriculture since 2020.**

[Learn More](#)



Adam Berry
COO



Conducting comprehensive customer surveys across divisions and branches, we **uncover localized issues, driving positive transformations**, improving communication, and shaping exceptional experiences.

[Learn More](#)



Trish Smith
Director of Human Resources



Struggling to unify 7 independent dealerships into a cohesive company culture., they achieved **12% reduction in employee turnover**, 19 point increment in their eNPS in a period of 5 years, and was voted "Best Places to Work in the Central Valley" by employees.

[Learn More](#)

JSA Jordan-SitterTM
Associates

a > reputable recruitingTM company

Providing Executive
Search Services

Company History:

Started by Joe Jordan and later owned and operated by Bill Sitter, then Jerry Randecker. The company was founded in 1978 and has specialized in heavy equipment recruiting for 40+ years with active membership in AED and AEM. Joe, Bill, and Jerry were all retired Heavy Equipment executives.

Current Ownership:

Jay Lucas purchased the company in 2018 after Jerry's unexpected passing. Collectively, our team brings more than 60 years of recruiting experience and leading-edge recruiting technology and processes. John Dowling joined the team in 2022, bringing over 25 years of heavy equipment industry experience.

Testimonials

Wade was very helpful and professional. I am extremely thankful for Wade's help. I would recommend him to anyone.



Verified ✓

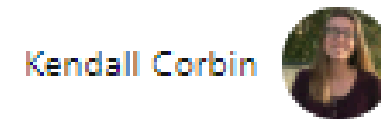


SOCIALISE

Kendall did a great job matching my skills with an employer. She was very helpful towards my interview preparation.



Independently verified by

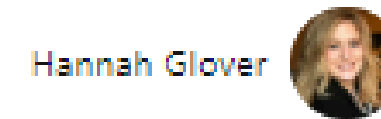


SOCIALISE

Hannah is a great asset if your looking to change careers. She had be placed with a new company in less than a month!



Verified ✓



SOCIALISE

John was very helpful and stay in touch throughout the process. I would highly recommend him and Reputable Recruiting.



Verified ✓



SOCIALISE

Great process going through Jay, no issues at all. Gave me all information up front and the hiring process went great.



Independently verified by



SOCIALISE

Wade was great to work with. He was very thorough making sure the employer and I were the correct match for each other.



Independently verified by



SOCIALISE

Jay did an excellent job connecting me with a fantastic opportunity and guiding me through the process. He is an asset.



Independently verified by

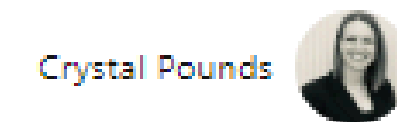


SOCIALISE

Crystal is very professional. I have enjoyed working with her and if I should ever need services again I hope we could work together.



Independently verified by



SOCIALISE

Reputable Recruiting, LLC

[Write a review](#)

5.0 ★★★★★ 242 reviews ⓘ

R **Ronnie Everett**
5 reviews



★★★★★ a month ago

Jay and his team were extremely professional and helpful in my search of an in office career. Me and my family are very grateful to have him in our corner. 10/10 would recommend!

Like

Response from the owner a month ago

Really appreciate the kind words and vote of confidence! 10/10 is a high bar and we are grateful for such a positive review! Looking forward to continuing in our relationship! All the best!

M **Mark Skaggs**
1 review



★★★★★ 3 weeks ago **NEW**

Enjoyed working with Reputable Recruiting. They were very informative and responsive. They listened to my concerns and wishes and acted in my interests, as well as the hiring company's interest. It was a very comfortable and professional experience.

Like

D **Drew Norton**
1 review



★★★★★ 3 months ago

**WE HELP HEAVY
EQUIPMENT COMPANIES
ACCESS
AND HIRE TALENT.**

JSA Jordan-Sitter™
Associates
a > reputable recruiting™ company

MYTH ONE
COMPENSATION



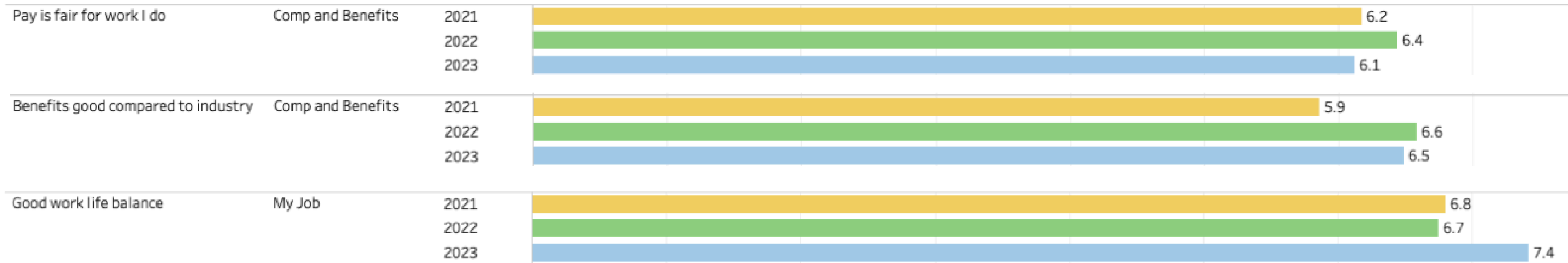
COMPENSATION

- Throwing Money at the Problem Will Not Solve
Your Technician's Issue
- Competitive Benefits Package
- Tool Reimbursement Program
- Realistic and Attainable Incentive Program

COMPENSATION

- Non-Monetary Compensation
- Generous PTO Policy
- Flexible Working Hours
- Well Maintained Functional Facility
- Career Progression/Upward Mobility

VOICE OF EMPLOYEE – SERVICE SCORES



VOICE OF EMPLOYEE – SERVICE E-NPS BY YEAR

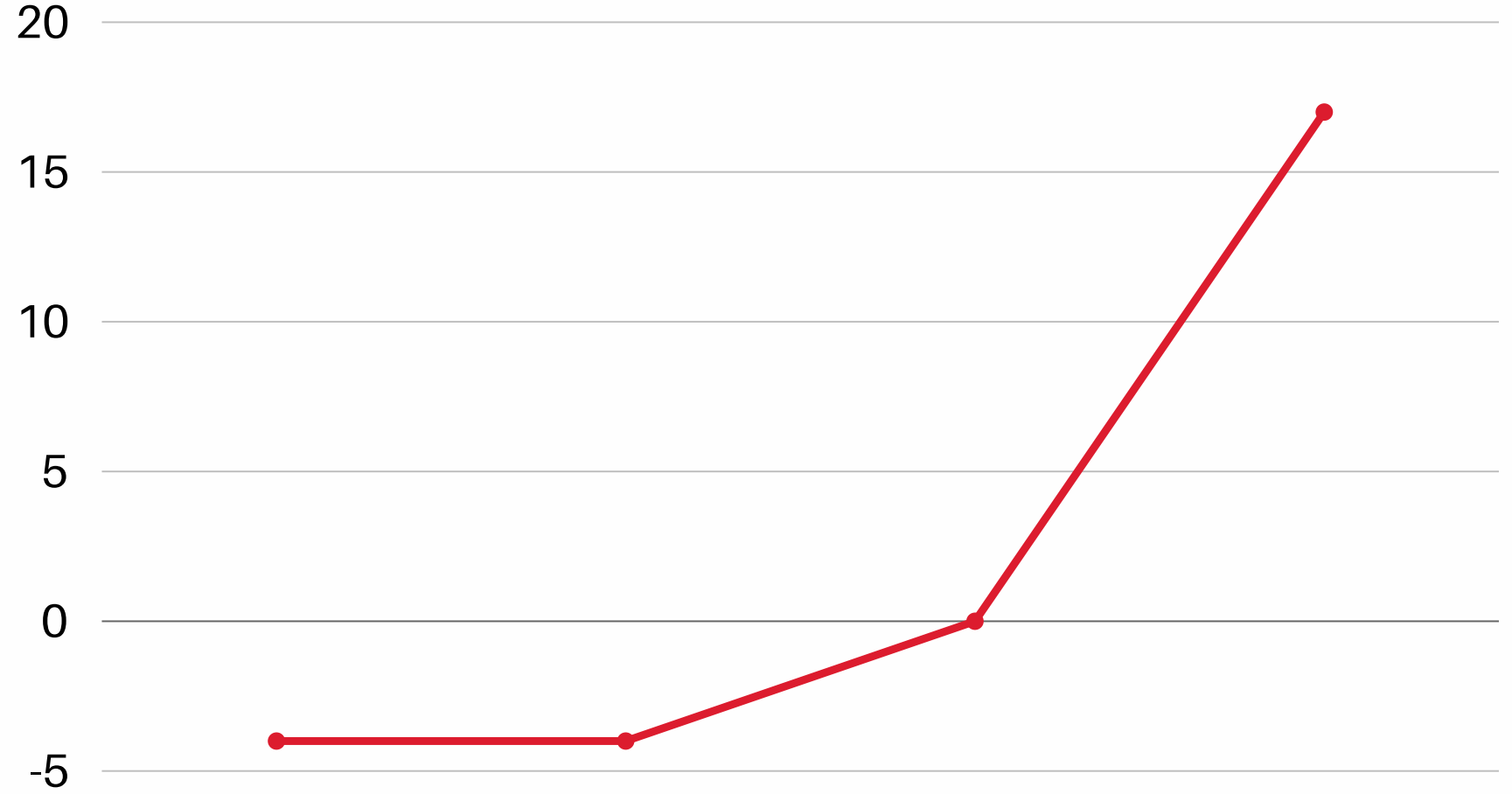
2024 E-NPS BENCHMARK

16



INCREASE NPS +21

e-NPS



MYTH TWO

PERCEPTION OF THE JOB



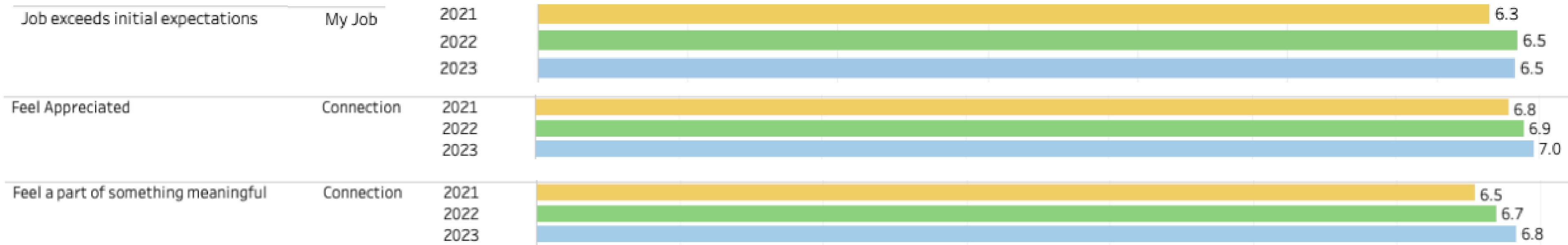
PERCEPTION OF THE JOB

- Cultural Issue Not Just an Industry Issue
- Higher Education Has Done a Great Job
Marketing Their Products
- Combat the Culture by Being Product Support
Centric

PERCEPTION OF THE JOB

- Develop and Implement Award Ceremonies and Recognition Programs
- What Door Do You Use?
- Would You Be Proud if Your Son or Daughter Was a Technician?

VOICE OF EMPLOYEE – SERVICE SCORES



MYTH THREE
EDUCATION



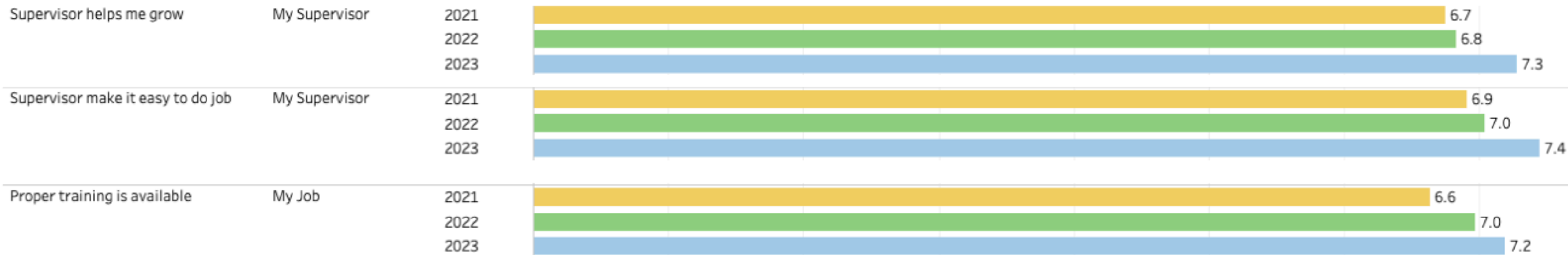
EDUCATION

- Educate Our Culture and Society Trades are Essential
- Get involved, Volunteer and Financially Support
 - FFA
 - 4H
 - CTE Programs
 - Tech Colleges

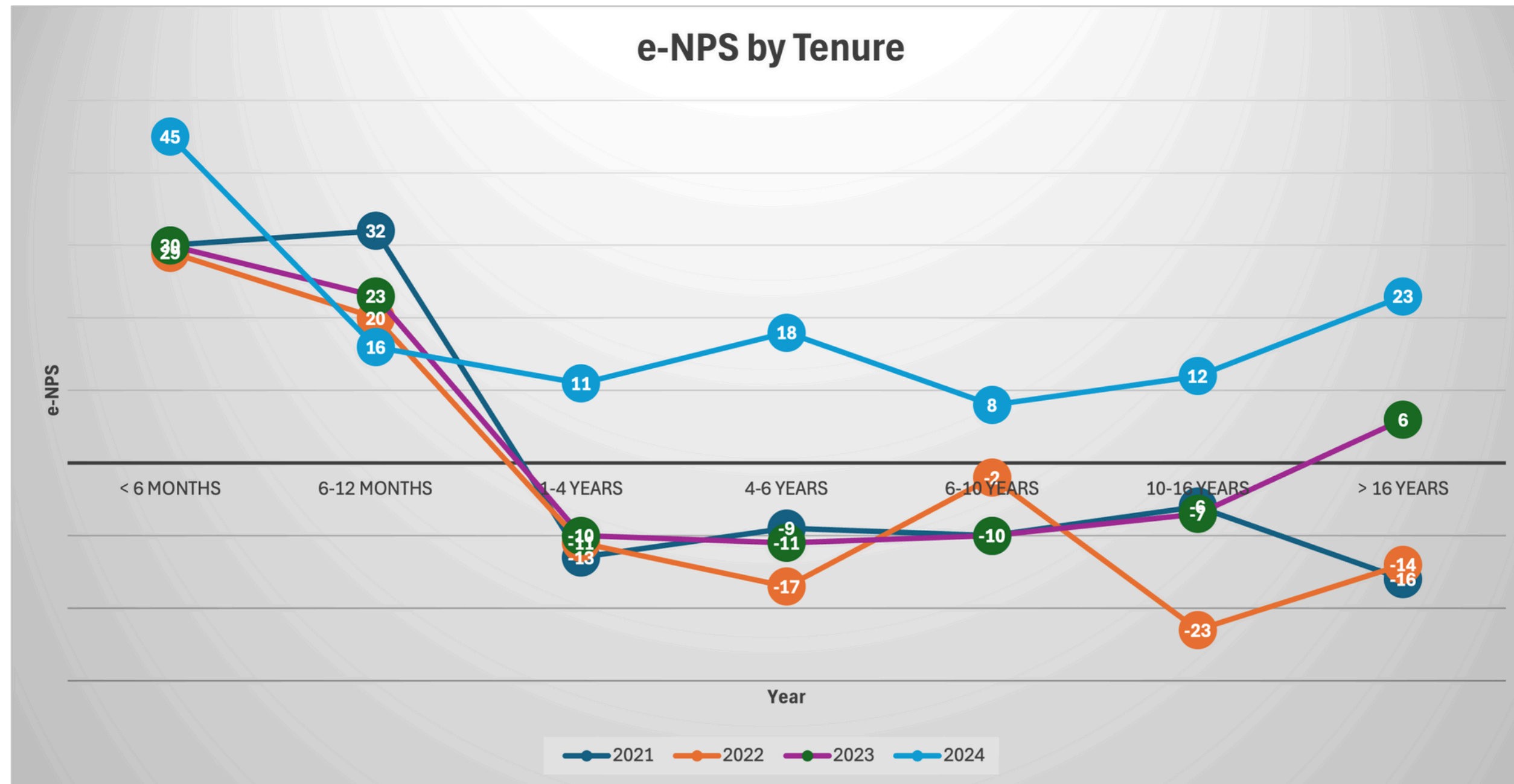
EDUCATION

- Work With Your Local School Board
- Engage Your Community to Promote the Technician Career

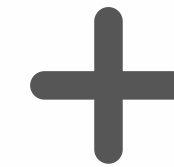
VOICE OF EMPLOYEE – SERVICE SCORES



VOICE OF EMPLOYEE – SERVICE BY TENURE



What's Next?





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Book a Meeting



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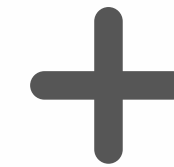
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Book a Meeting

Q&A



THANK YOU



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