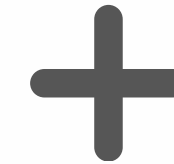


**Thriving Amidst Industry  
Challenges:**

**Strategies for Dealership  
Differentiation and  
Workforce Excellence**

November 19, 2024



# PRESENTERS



**Emilie Spalla**

Vice President  
espalla@satisfyd.com  
(630) 276-7927



**Russ Green**

Operations Officer  
russ.green@machineryadvisors.org  
(859) 475-7133



# CONTENTS

About Us

Competition and  
Differentiation

Adapt to Industry Changes

Be the Preferred Dealer

Q&A



Thriving Amidst Industry Challenges:  
Strategies for Dealership Differentiation and Workforce Excellence

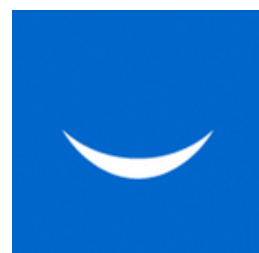
# Your Partner



**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

# PLATFORMS FOR RUSS GREEN

19 to 24

26 to 36

45 +



# CONTENTS

About Us

**Competition and  
Differentiation**

Adapt to Industry Changes

Be the Preferred Dealer

Q&A

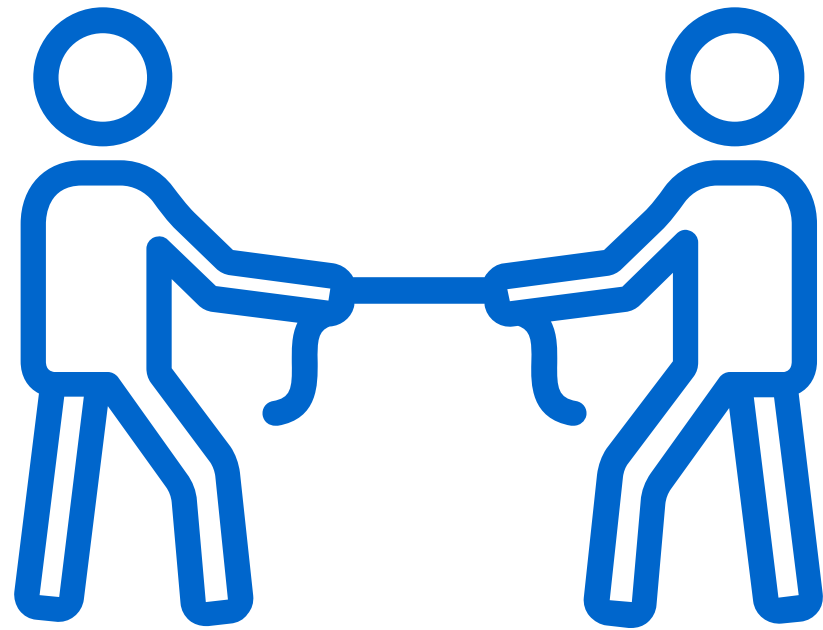


**Thriving Amidst Industry Challenges:  
Strategies for Dealership Differentiation and Workforce Excellence**

# COMPETITION

Understand your competitive pressure.

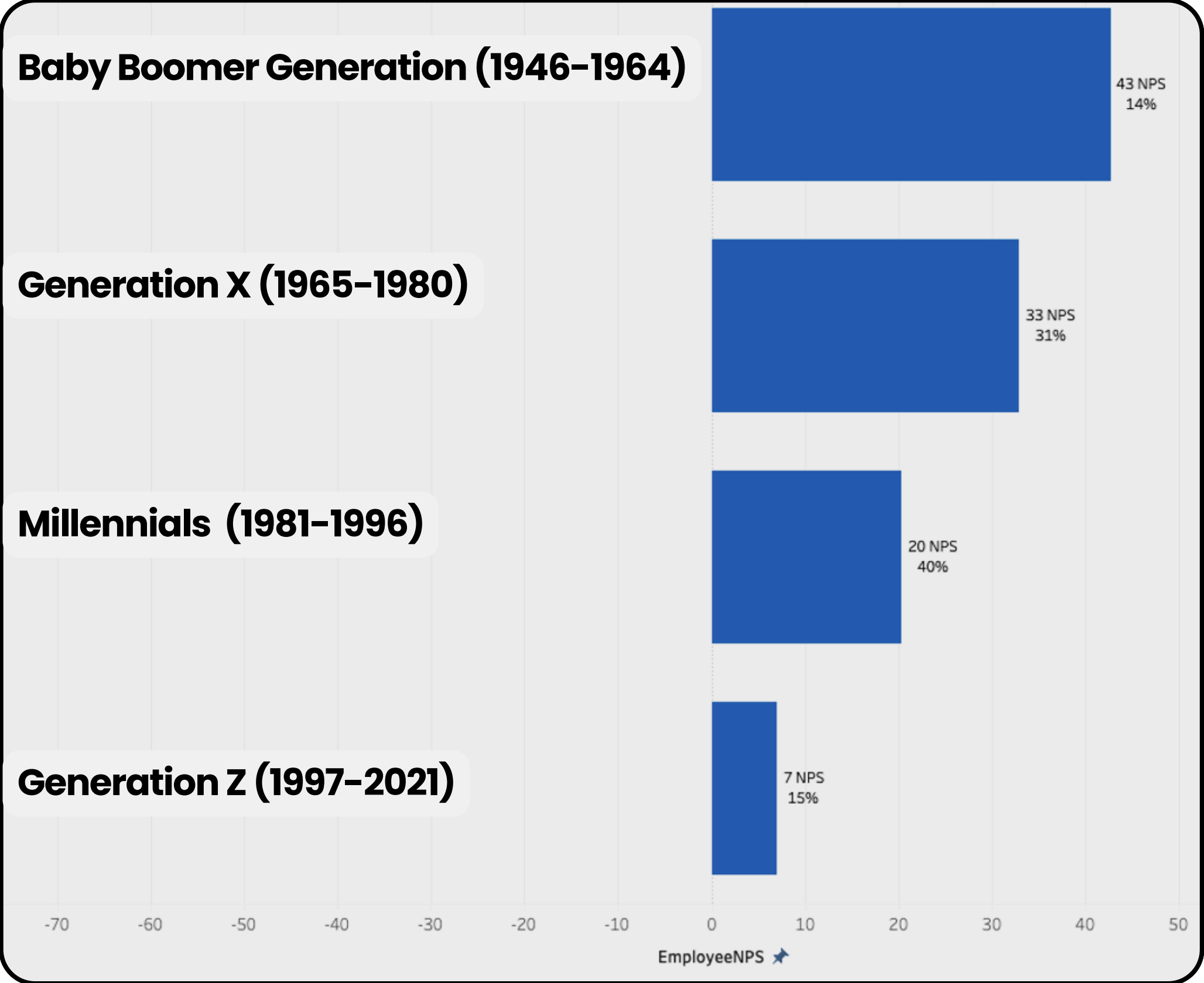
- Strive for best-in-class operational excellence from:



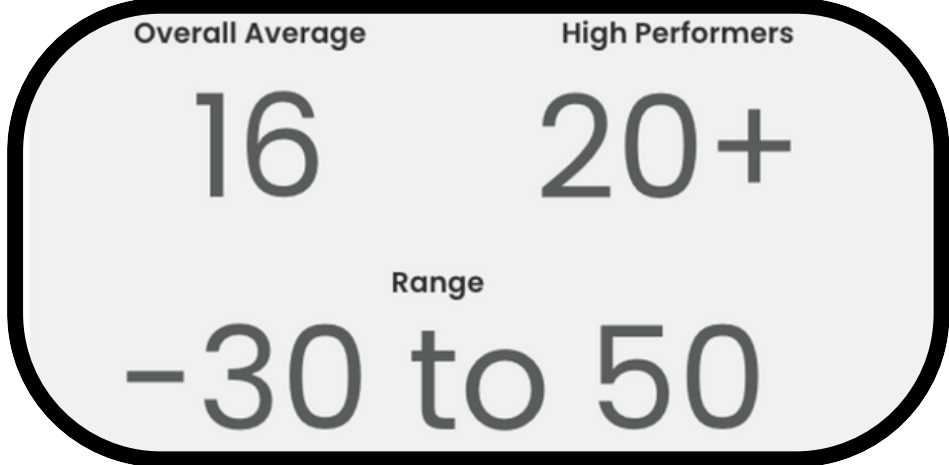
- **People:** invest in their capacity and growth
- **Processes:** audit and adapt for automation & efficiency
- **Technology:** Leverage for innovation & automation

Leverage leadership, communication, and collaboration.

# EMPLOYEE LOYALTY BY GENERATION



Benchmark Equipment Dealership eNPS Scores



Scan to learn more:

Thriving Amidst Industry Challenges: Strategies for Dealership Differentiation and Workforce Excellence

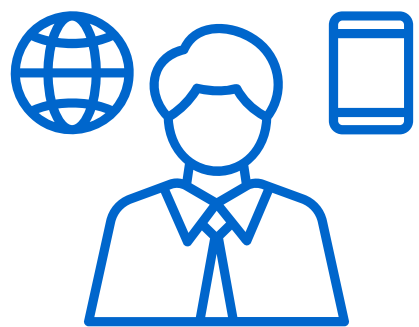


# DIFFERENTIATION

Recognize and leverage generational strengths.



**Generation Z:** Values collaboration, uses intuitive digital tools, and seeks stability and growth while recognizing strict work-life boundaries.



**Millennials:** Value flexibility and autonomy, but are known for prioritizing purpose-driven work & experiences while being more willing to blend their personal and professional lives.

# Lakeside International Trucks



**Rob Durham**

VP of HR & Marketing

Learn More



## CHALLENGE

- Dissatisfied employees
- Consistent process to gather feedback
- Looking for more effective ways to attract customers and employees

## OUTCOME

Improved satisfaction scores Y/Y

## SOLUTION

- Partner with a trusted source expert on the topic
- Establish a consistent feedback program
- Set realistic, measurable goals

**Customer since 2015**

# CONTENTS

About Us

Competition and  
Differentiation

**Adapt to Industry Changes**

Be the Preferred Dealer

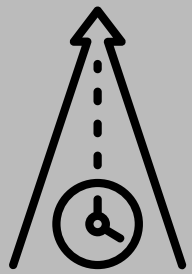
Q&A



**Thriving Amidst Industry Challenges:  
Strategies for Dealership Differentiation and Workforce Excellence**

# UNDERSTANDING THE MARKET

Selling in today's buyer market and retaining talent with the technician shortage.

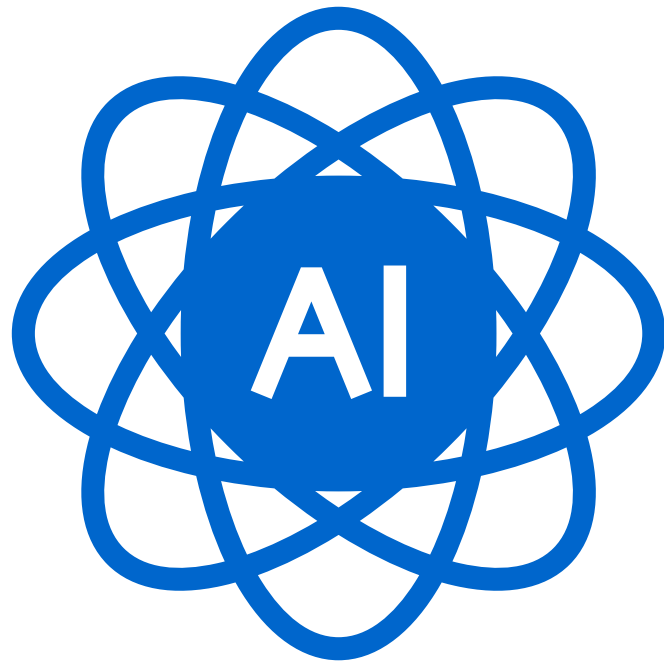


**Used Equipment Outlook:** Used equipment sales, particularly for large tractors, show more stability, with mixed expectations of growth or flat sales.



**Talent Challenges:** Retain through customized rewards, "Don't be vanilla." Rewards should align with their values, emphasize family, and inspire by painting a clear picture of the future.

# EMBRACING INNOVATION



Utilize AI tools to streamline tasks, enhance decision-making, and create more time for strategic initiatives.



Technology elevates employees through innovation, and improves your processes through automation; the enterprise wins.



Engage your workforce in the selection and implementation process. i.e. CRM deployment.

# AgRevolution



**Stacey Anthony**  
CEO

[Learn More](#)



## CHALLENGE

- Competitive Sales Pressures
- Inexperienced Sales Professionals
- Introducing a new business & product brand

## SOLUTION

- Engaged with the MAC/Stratovation Leadership Academy for a 2-day sales training at AgRevolution
- Diverse team of professionals provided exactly the insights needed to elevate team performance
- Fresh, forward-thinking principles that challenged the team to rethink customer engagement strategies
- Focus on aligning with what matters most to today's customers
- Training provided cutting-edge solutions for adapting to the modern sales landscape

# CONTENTS

About Us

Competition and  
Differentiation

Adapt to Industry Changes

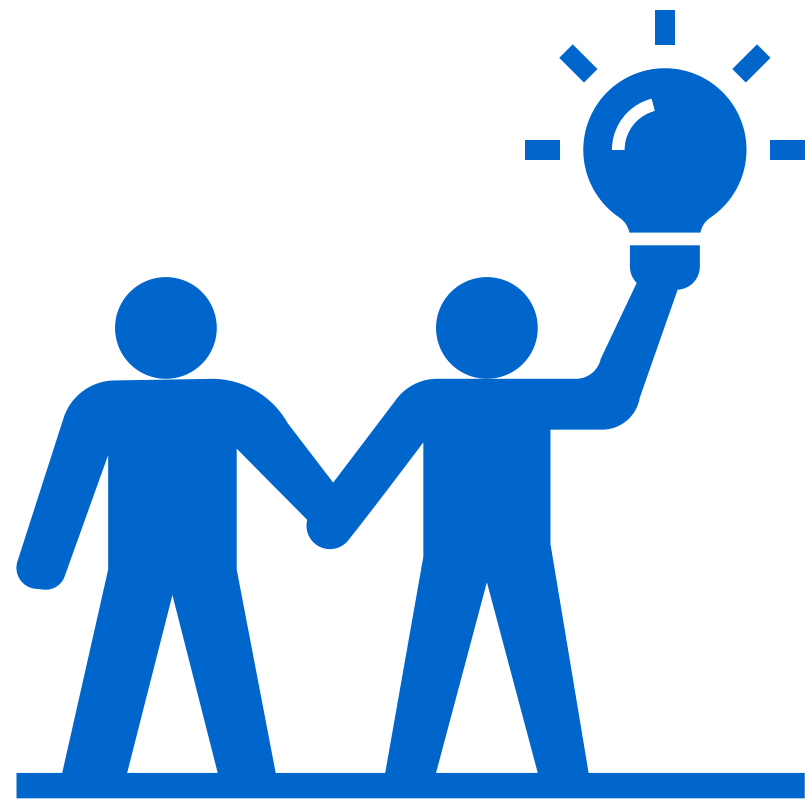
**Be the Preferred Dealer**

Q&A



**Thriving Amidst Industry Challenges:  
Strategies for Dealership Differentiation and Workforce Excellence**

# 5 STRATEGIES TO INSPIRE AND RETAIN TOP TALENT

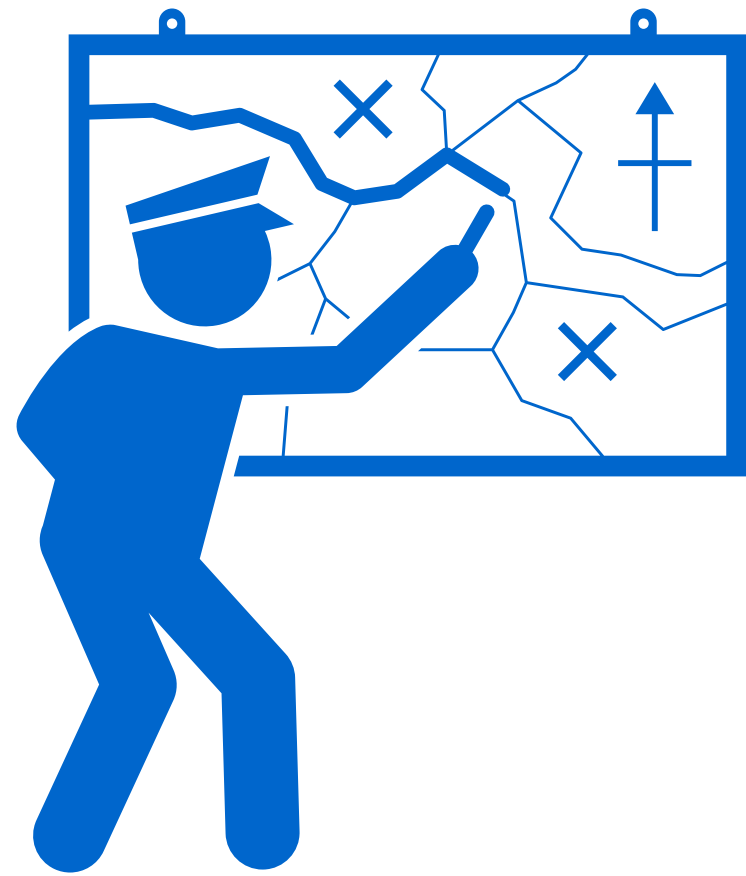


1. Engage all generations
2. Feedback more frequently
3. Recognition programs
4. Rewards that match their values
5. Develop a teamed-approach to decision-making



# 3 PROVEN TACTICS TO IMPROVE CUSTOMER SATISFACTION

Loyal and inspired employees create happy customers.



1. Tailor Experiences to Your Customers
2. Adopt an Account-Based Marketing Approach
3. Empower Frontline Employees

# Berry Companies



**Adam Berry**  
COO

Learn More



## PRIORITIES

- Do a great job of taking care of customers
- Exceed employees and customers expectations
- Consistency as company grows and expands

## OUTCOME

- Improved NPS Y/Y
- Reduced employee turnover

## SOLUTION

- Uncovered localized issues
- Improved communication
- Provides exceptional experiences

**Customer since 2012**

# Pattision Ag

## CHALLENGE

- Frequent leadership turnover
- Disengaged employees
- Frustrated customers

## OUTCOME

60% increase in market share since 2020

## SOLUTION

- Focus on customer feedback
- Employee education
- Improved org chart and communication channels

**Customer since 2020**



**Doug Tibben**  
President

Learn More



# CONTENTS

About Us

Competition and  
Differentiation

Adapt to Industry Changes

Be the Preferred Dealer

Q&A



**Q&A**



+



# UPCOMING EVENTS



**January 15-17**

**Thriving Amidst Industry Challenges:  
Strategies for Dealership Differentiation and Workforce Excellence**

# THANK YOU



**Emilie Spalla**

Vice President

[espalla@satisfyd.com](mailto:espalla@satisfyd.com)

(630) 276-7927



[Book a Meeting](#)



**Russ Green**

Operations Officer

[russ.green@machineryadvisors.org](mailto:russ.green@machineryadvisors.org)

(859) 475-7133



Thriving Amidst Industry Challenges:  
Strategies for Dealership Differentiation and Workforce Excellence