

Driving Rental Growth in your Dealership: Key Insights from the Webinar



INTRODUCTION

Learn how to maximize rental revenue and improve operational efficiency in your dealership.

Discover expert strategies and insights to drive growth and customer satisfaction.

KEY HIGHLIGHTS:

News from the Field: Rental continued to grow and saved our year.

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Increase Rental Revenue: Understand the commission structure and incentives to drive higher rental revenue.

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Offer Unique Alternatives: Leverage your dealership's access to fleet and offer rent-to-own or rent-to-purchase options.

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Leverage Customer Relationships: Build on existing relationships to uncover new opportunities and become a one-stop shop for customers.

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Capture Customer Requests: Even if you can't fulfill them, capturing requests helps inform future fleet decisions.

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Monitor Operational Challenges: Measure meantime to repair, on-time performance, and pick up ticket aging to optimize fleet maintenance and availability.

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Optimize Fleet Mix: Analyze rental demand, substitutions, and equipment availability by region to ensure the right fleet mix.

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Maximize Profitability: Utilize leading indicators like asset utilization, time utilization, and return on investment to drive profitability.

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KEY QUOTES:

"Your sales team should be incentivized to drive higher rental revenue."

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"As a dealership, you have better access to fleet and can offer unique alternatives."

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"Capturing customer requests helps inform future fleet decisions and improves customer satisfaction."

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"Monitoring operational challenges ensures efficient fleet maintenance and availability."

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INTERESTING FACTS OR STATISTICS:

70-80%

Top rental operations achieve 70-80% time utilization, maximizing equipment rental.

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Optimizing dollar utilization ensures profitability by balancing rental rates and maintenance costs.

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★★★★★

Proper fleet mix analysis leads to informed purchasing decisions and improved customer satisfaction.

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254% (ROI)

Effective rental operations can achieve a 254% return on investment over a 5-year period.

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Download our Dealer Digest where industry experts Ron Slee and Texada CEO, Matt Harris, examine some of the real-world issues facing equipment dealers, leaders, and teams.

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