

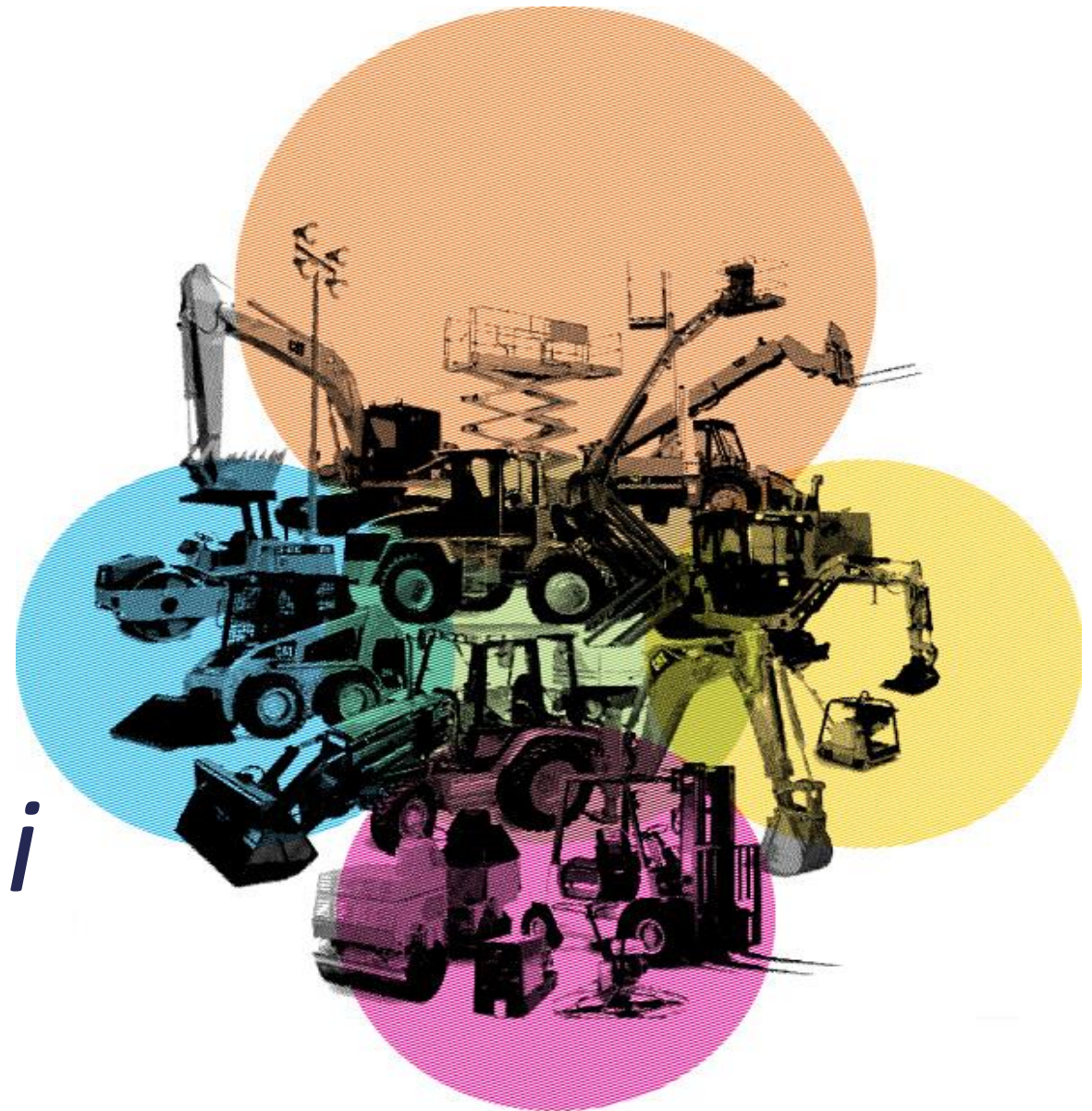


EUROPEAN
RENTAL
ASSOCIATION

Value is only real, when shared

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  *Join the conversation on LinkedIn and Twitter #ERAConvention2023*

ERA Convention 2023, "INVESTING IN PEOPLE", Maastricht, 7 and 8 June

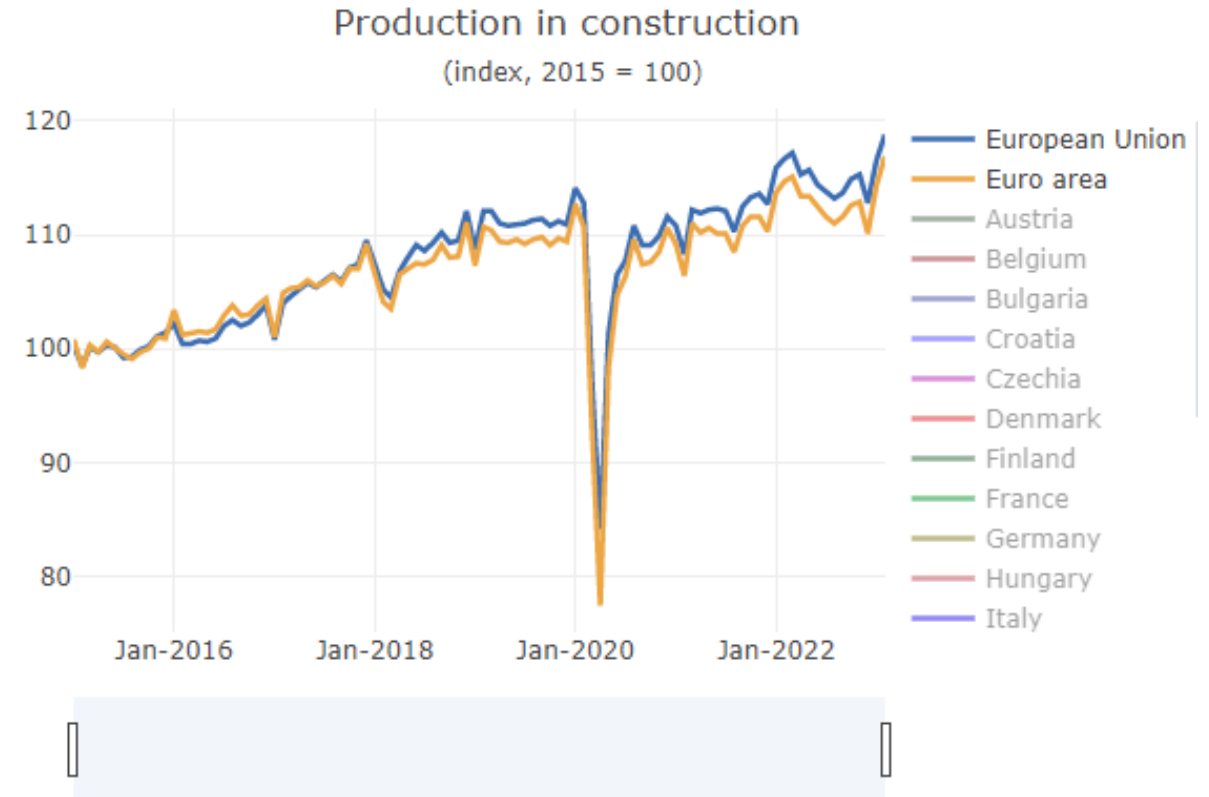
What's your company's profit from your participation to the ERA convention?

Doesn't it sound more like an *investment*?



Now more important than ever:

- Construction is higher than pre-pandemic level
- Labor market doesn't meet demand¹

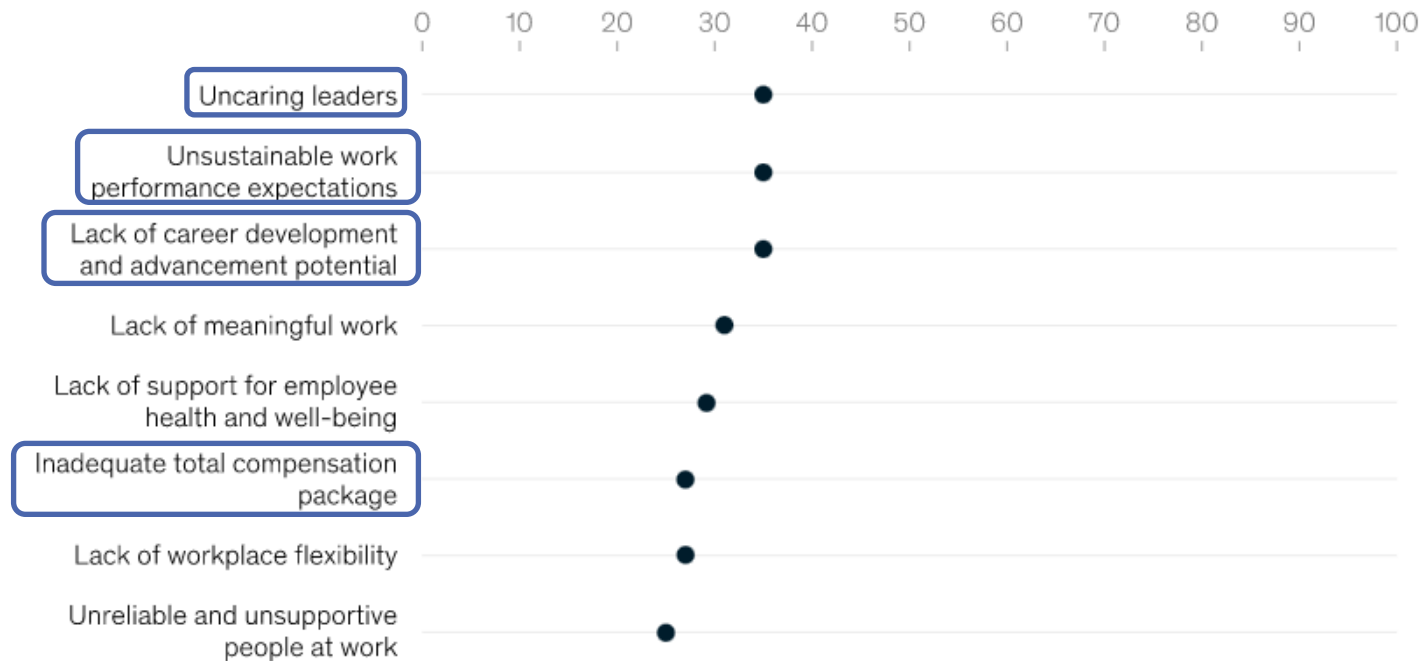


Source: Eurostat (sts_copr_m).

(1) <https://www.mdpi.com/2075-5309/11/1/17>
<https://www.precedenceresearch.com/press-release/construction-equipment-rental-market>

Employees have left the workforce for a number of reasons, including lack of personal and professional support.

Top reasons why people left a job without another in hand,¹ % of respondents



¹Based on top three ranked choices from respondents to McKinsey's Great Attrition, Great Attraction survey who left a job between Dec 2020 and Dec 2021 without another job offer in hand (n = 587).

Source: <http://bitly.ws/FU58>

Kohler Training

- Small groups
- 1 or 2 days
- In person
- 5 different languages available (IT, EN, DE, ES, FR)
- Free

Focus on efficiency and active participation



Why training on the engine?

- Engines are becoming more and more complex
- Every manufacturer has its own specific features
- Specific knowledge is a competitive advantage (especially if well communicated!)

Why training from the engine manufacturer?

- First-hand experience
- Direct support



ERA TOTAL COST OF OWNERSHIP OF CONSTRUCTION EQUIPMENT

FIRST PRIORITY ISSUES	Product Costs (direct)	Process Costs (indirect)	Description / Related Activities		Cost Drivers
	Spare parts costs			Spare parts needed to service/repair equipment	Purchase price – Repair/service frequency
		Handling cost - s	Planning, ordering, receiving, storing and picking of spare parts	Spare parts – Repair/service frequency	
		Handling cost -	Picking, packing, receiving and storing of rental equipment	Rentals	
		Service cost	Exchanging wear parts according to service schedule	Service frequency – Service cycle time	
		Repair cost	Exchanging broken parts	Repair frequency – Repair cycle time	
		Training cost	Training of sales and service personnel	Trainings – Product/application complexity – Hazardousness of equipment	
		Sales cost	Advicing and training of customers	Active customers - Product / application complexity - Hazardousness of equipment	
		Marketing cost	Communication of product and service offering	Potential customers	
			Lost sales	Days equipment is not available to rent	Rentals (inspection frequency) – Inspection, repair, service cycle time
SECOND PRIORITY ISSUES	Insurance cost	Inspection cost	Rental rate	Administration cost	Rentals
		Transport cost		Chargeable daily fees	Rental duration – Service offering – Brand recognition
		Transfer cost			
		Administration cost			

Repair cost

Training cost

Lost sales

Days equipment is not available to rent



Value reaches all levels

- Productivity
- Staff engagement
- Company's attractiveness

Sharing the knowledge and join forces to create value at all levels to become stronger together for the benefit of all players



Thank you

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