

# Running Rental Successfully in an Equipment Dealership

CURRIE MANAGEMENT CONSULTANTS, INC.

2010

## General Information



Conveniently located and presented near the Chicago O'Hare Airport

**Currie Management Consultants** is offering its popular **Running Rental Successfully** seminar directly to equipment dealers.

This powerful two-day seminar presents the **Currie Dealer Model** used successfully by hundreds of industrial equipment dealers and distributors around the world.

Perhaps you missed the seminar the first time around, or you have added key managers who have not had the opportunity to attend **Running Rental Successfully**. This is the ideal opportunity to indoctrinate your management team in the most successful

approach to running Rental in an independent dealership. If you have attended the **Running Rental Successfully** seminar in the past, this is the time to refresh and reinvigorate your passion for your business.

The seminar will be held at a hotel located just minutes from the airport.

This session is targeted specifically to Equipment dealers. We will present the **Currie Financial Model**, performance benchmarks and best practices gleaned from some of the best performing Equipment dealers in the world.

Utilizing a combination of fundamental business prin-

ciples and the **Currie Dealer Business Model**, participants will learn the characteristics that define a successful dealer's Rental department and gain an understanding of how to immediately apply these principles within their own company or department.

With more than three decades of experience in your industry, Currie is uniquely qualified to show you how your business can be more successful, more profitable and more valuable.

Space in these seminars is limited, and registrations must be received early, so register today and join us.

### Special points of interest:

- LEARN WHAT YOUR RENTAL BILLING MULTIPLE SHOULD BE
- FIND OUT HOW TO BILL THE EXPENSE OF HAULING TO YOUR CUSTOMERS
- HOW DO YOU "UP-SELL" IN RENTAL?

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## Brands That Have Been Represented at Previous Seminars

Caterpillar	Raymond	Club Car	Clark	Husqvarna	Nissan	Crown Lift Trucks	JCB
Yale	Generac	Case	Kubota	Bandag	New Holland	Duetz	Kalmar
Toyota	Detroit Diesel	Volvo	Freightliner	International Truck	Kobelco	Honda	Ottawa
Kohler	Thermo King	Mitsubishi	Ingersoll-Rand	Navistar	Bobcat	John Deere	Power Boss

## Running Rental Successfully in an Equipment Dealership

### Instructor—George M. Keen



George Keen

George Keen is known as a operational business strategist, retreat facilitator, guest speaker, magazine author, and the editor of the “Achieving Profit Series.” He brings to his clients more than thirty years experience in organizational development. He has conducted seminars on equipment sales, account management and consults on operational improvements and implementation; especially in service, parts, and rental departments.

He designs performance management, compensation, incentive, employee productivity, and company turnaround plans and works with dealer principals and department managers in Dealer 20 Groups (Best Practice Meetings).

George joined Currie Management Consultants in 1996 and was made partner in 2001. Prior to joining Currie Management Consultants, he spent eight years managing retail stores and ten

years with a software company in installation and sales. He was national sales manager for North America.

George was a pioneer in the use of computers in accounting helping to move small business operations to computer systems in the 1960s and 1970s.

Mr. Keen has been a guest speaker for conventions and workshops for AED, MHEDA, NAEDA, Yale, Vermeer, Husqvarna and many other manufacturers.

We are usually technical people by design and managers by default. What most of us don't have is the technical manual for profitable Rental management.

### What Others Have Said About This Seminar

“After thirty-five years in the rental business I knew what success looked like, I just could not get everyone in the management team to see what that was until George Keen and Currie Management Consultants stepped in and clearly defined what we were both saying to each other

It was amazing what started happening when we were both speaking the same language. This is a seminar to help you interpret the desire for rental profitability into practical applied knowledge.

It can make the rest of your career what you expected it to be—successfully profitable.

People are what make or break your success in the rental business, and people perform to their fullest when they believe their leadership knows what they are doing and why. Nothing will make your people more productive than you knowing how best to manage the business. Become a devoted student and have a focus to grow a successful business. George Keen has written your text book and the class starts now.”

*Jim Knox, RP Power; Little Rock, AR*

“Thank you for the presentation. The discussions were the best material on this subject I have seen in my twelve year career. I look forward to seeing you again”

*M. L. Levy, Ingersoll-Rand Construction and Mining*

### Who Should Attend & Why

Whether you have ever attended a **Currie Management Seminar** or not, this promises to be a valuable seminar for:

- Dealer Principals
- Controllers
- Rental Managers
- General Managers
- Branch Managers
- Other Key Managers/ Executives

- Understand the changing landscape in industrial distribution
- Learn the financial benchmarks used by the most successful dealerships in your industry
- Share and learn new ideas and best practices
- View your business' potential in a new way

# Running Rental Successfully in an Equipment Dealership



## What is the Return on This Investment?

If you paid \$899 for this seminar, \$350 for your airfare and \$351 for meals and other incidentals that would total \$1,600. Certainly everyone is concerned about spending money, but what could you learn and bring back to your dealership?

One dealer found how they could recover their Rental hauling expenses, and that totaled \$140,000 ~ about 87.5% return on their investment.

Another dealer with 400 units learned better measurements on utilization and added 3% to his gross profit.

That was a change in the mix of units they were stocking and an increase in available popular units.

A third dealer learned how to do the analysis of the customers and was astounded at the amount of rental business the large accounts actually were doing. Changing some of

their policies related to the size of customers increased the bottom line by more than \$75,000 in one year.



## First Day Agenda : We Begin at 8:30am

<ul style="list-style-type: none"> <li>Opening</li> <li>Marketing &amp; Making Money in Rental</li> <li>Characteristics of a Successful Rental Department—Fundamental Business Strategies</li> <li>Rental Multiple &amp; Utilization</li> <li>Breakout Workgroups—</li> </ul>	<p>Your Approach</p> <ul style="list-style-type: none"> <li>Rental Management Issues</li> <li>Case Study</li> </ul> <p>Lunch Break: 12:00pm—1:00pm</p> <p>Lunch Provided</p> <p>Afternoon Session: 1:00pm — 5:00pm</p>	<ul style="list-style-type: none"> <li>Introduction to the Currie Equipment Rental Model Including Interactive Spreadsheets</li> <li>Case Study or Working Session</li> <li>Benchmarks for Equipment Dealerships</li> <li>Fundamentals of Marketing and Sales</li> </ul>
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**“Rental is all about revenue, revenue and then more revenue. This is a combination of price and utilization”**

**Bob Currie**

## Second Day Agenda : We Begin at 8:30am

<ul style="list-style-type: none"> <li>Case Study</li> <li>Marketing and Sales—Rental in Your Value Delivery Vision</li> <li>Breakout Workgroups—Your Value Proposition</li> <li>Rental Department - Critical Variables</li> </ul>	<p>Lunch Break: 12:00pm—1:00pm</p> <p>Lunch Provided</p> <p>Afternoon Session: 1:00pm —3:00pm</p> <ul style="list-style-type: none"> <li>Asset Management of the Rental Fleet</li> <li>Staffing the Rental Department</li> </ul>	<ul style="list-style-type: none"> <li>Balance Sheet Issues</li> <li>Open Forum &amp; Question/Answer Session</li> <li>Closing</li> </ul>
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292 Lincoln Street  
Worcester, MA 01605  
Phone: 508-752-9229  
Fax: 508-752-9226  
Seminars@CurrieManagement.com  
cmc@CurrieManagement.com

