

THE LATEST

WELCOME TO THE FAMILY

Welcome to all the new family members we gained in 2023! We are so excited you've joined the team! As cliché as it is these days, Teamwork Really Does Make The Dream Work and we are happy to have you here!

Our Leadership & Business Development teams have worked hard to put forth a customized training program for each newly hired employee, as well as our existing employees through ongoing continuing education classes, in addition to our recently enhanced Onboarding Process.

Our goal is to provide you with the knowledge of our company, our products, services, processes, and our mission so that each and every employee feels valued and supported.

Please be sure to reach out if you are unsure, need support, have valuable feedback or specific needs.

We're only as good as our team. Let's work together to provide the best Medley Experience for each of our Valued Team Members and Customers!

Sincerely,

#TeamMedley #AsOne



Use your smart phone's camera to scan here for helpful links

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ANNIVERSARIES

COMING SOON

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ON HOLD MESSAGING

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CEC REDESIGN
ONBOARDING PROCESS



KNOW WHAT YOUR CUSTOMERS WANT MOST AND WHAT YOUR COMPANY DOES BEST. FOCUS ON WHERE THOSE TWO MEET.

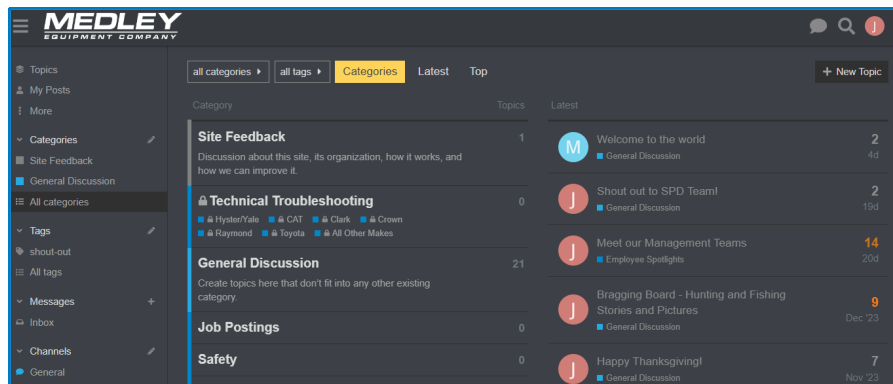
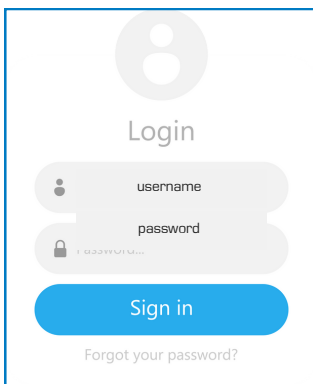
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As we welcome the New Year, we want to extend our warmest wishes to all our employees at Medley Equipment Company. May this year bring you all the happiness, success, and fulfillment that you deserve. We appreciate your hard work, dedication, and commitment towards the growth of our company. Here's to another year of working together and achieving great things!

STAY CONNECTED

At Medley Equipment Company, we're always looking for ways to improve communication and share information with our valued employees. That's why our talented IT team recently developed the Medley Message Board - an internal platform where we can share the latest happenings, updates, fundraisers, a place to share recipes, accolades and more. We invite all of our employees to check it out and stay connected with us. Logon to <https://msgboard.medleycompany.com/> and log in with the same username and password you use to login to your Medley Company Email-leaving off the @medleycompany.com portion of your address. [Check out the latest ↓](#)



FROM OUR PRESIDENT

I want to take this opportunity to thank you and your family for the unwavering sacrifice and support to another successful year. We are grateful for you to be part of our Medley Family. I want to wish you and your family the happiest of holidays!

Scott Davis

CONGRATULATIONS



Dennis Red - December 2023



Pete Hamby - March 2023

Celebrating -20+ Years-

January

Phil Anderson- 39
Mitzi Lindsey- 20

February

Tommy Dickson- 25
Chris Magallanez- 24

March

Jeff Engle- 21

May

Jimmy VanBuskirk- 39

June

Bob Kemmerly- 34
Scott Davis- 30
Marian Vanbuskirk- 20

July

Ronald Gray- 28
Gary Hayes- 23

August

Cheryl Shadrick- 23
Ryan Medley- 21
Sandra Haskins- 21
Sergio Urbieta- 20

September

Randy Cummings- 23

October

Jeff Channel- 27

November

Mike Hill- 28
David Creed- 26

December

Danny Sanchez- 22
Robert Green- 20

SOON
STARTING
MEDI
98

NEW **Radio advertisement**
and **phone-hold messaging**
coming to you soon!



Marketing is working with your local sports radio station to spread the word about Medley in your area **very soon!**

You may have already heard our commercials in Tulsa, where we've had great success over the last few years. Now, industry expert Wes Calvert leads the way in bringing our commercials to our Columbia market, and he has already knocked it out of the park!



GREAT JOB!



“VERY HAPPY WITH OUR FORKLIFT SERVICE SINCE YOU GUYS TOOK OVER FROM GAMMON. RICHARD ALWAYS RESPONDS VERY QUICKLY AND COMMUNICATES WELL.”

DAVE | FORT SMITH, AR



ANNOUNCING



Our Medley Merch Shop is now open!



NEW LOOK, NEW SUPPLIER, LARGER SELECTION, SAME LOW PRICES!

- *ALL ORDERS ARE PAYROLL DEDUCTED.*
- *4-6 WEEKS FOR DELIVERY*

Questions please reach out to marketingsupport@medleycompany.com



YOU DON'T COMPETE ON PRICE. YOU COMPETE ON RELATIONSHIP. TAKE CARE OF YOUR CUSTOMERS OR YOUR COMPETITION WILL.

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REDESIGN

Our **CEC** got a facelift at the end of 2023!

This high-tech facility offers a location for customers, and our employees to learn more about our history, industry leadership and solutions, and experience lift trucks in action.

The Experience Center includes an Applications Showcase area representing a warehouse with common solution interfaces that are both functional and educational in nature. As guests journey through this area, they will experience efficient operations that are achieved by matching the right truck to the application, calculating appropriate aisle widths, maximizing floor space with advanced storage techniques and calculating the cost per square foot for the right system.

In addition, the Experience Center features multiple training rooms where employees, dealers and customers have access to numerous learning tools as well as extensive lift truck and industry knowledge.

Reserve this space for your next customer that isn't quite sure how the equipment you're recommending will work in their application!

UPDATES

From Human Resources

Thank you to everyone for believing in the HR department; we would not be what we are today without the support from all of you. *HR made a few changes in 2023:*

- Now located inside our *Customer Experience Center, at 4100 Will Rogers Pkwy*
- *Training is now under HR.*
- *Our benefit broker has changed from Troy Jones to NFP, bringing positive changes to our medical plans keeping our employees in mind.*
- *Enhanced New Hire Experience, bringing all new employees in to Oklahoma City for a week of knowledge and to build comradery with corporate employees.*

As we continue to improve on our processes to better help our employees, please do not hesitate to reach out to us should you need anything at all. HR is here to help, and we look forward to seeing what 2024 brings to us.



From Sales

NOW OPEN: HY-Spot is the platform that allows us to add our Dealership collateral and other product lines collateral besides Hyster & Yale to the HY-Impact Portal for our sales team to utilize. Head on over and check it out including our newest vendor, Capacity.

The screenshot displays the HYImpact Portal interface. At the top, there is a search bar with the text "Search for content and people. Add a '*' at the end to get an answer." and a user profile icon labeled "JO". Below the search bar, the main content area is titled "Medley Equipment Collateral" and shows "65 results". A "Last 30 Days" filter is applied. The results are displayed as a grid of document thumbnails, including:

- Capacity-TJ9000-Sellsheet_031723 (PDF)
- Capacity-TJ6500-Sellsheet_031723 (PDF)
- Capacity-TJ5000-Sellsheet_031723 (PDF)
- Capacity EV Spec Sheet Update 080923 HR nobleed (PDF)
- Medley-Collage-Capabilities Generic (PDF)
- FLYER MUSA (PDF)
- ATTENTION DEALERS! TOUCH A TRUCK! (PDF)
- SALES BULLETIN V.MARIOTTI (PDF)
- Mariotti USA Overview Short (Video)
- Mariotti Line Card RTP (PDF)
- General Brochure 2023 rev 3.6 digital (PDF)
- Mariotti USA Overview Short (Video)

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UPDATES CONTINUED

From Information Technology

Congratulations to two of our stellar IT team! **Jack Keely**, our Systems administrator is celebrating 5 years as well as completing his Bachelors in Business Information Systems from the University of Oklahoma.

Jack has gone from Intern to Support Specialist to Network/Systems Admin. He continues to look for ways to improve the data infrastructure along with facing the constant challenges associated with cyber security.

Congratulations to Patrick Quinn on completing his degree in Cyber Security from Rose State in December as well as congratulations on the great job you're doing as e-Emphasys administrator! He continues to look for ways to improve our efficiency and processes.



Jack Keely accepting his 5 years of service award.



IF YOU ARE NOT WILLING TO LEARN, NO ONE CAN HELP YOU. IF YOU ARE DETERMINED TO LEARN, NO ONE CAN STOP YOU.

GREAT JOB!



**“BRYCE ALWAYS
DOES A GREAT JOB!
WE NEEDED A RENTAL
AND MEDLEY GOT US
A COMPETITIVE
PRICE.”**

ZACH | AMARILLO, TX



TRAINING



PROCESS UPDATE

Effective October 2023 our new hire/onboarding process is as follows:

All New Hires start on Mondays following the 1st and the 15th after a week of training in OKC covering sales, admin, safety and IT. Technicians will accompany a senior technician at their home branch for a week of "ride-along" before entering the field.

Should you have any questions regarding our new training processes please contact

Brandon Kirkpatrick, Corp Training Manager x 1278

2024 TRAINING

For 2024 we are looking to move some of our training online to help with costs and time out of the field. We will have the first of many lunch and learns on January 9th, where we will be joined by Balzoni to talk about attachments and some new technology Balzoni has coming to the market. We plan to continue these lunch and learns and hope to host a couple each month that will improve our entire company's industry knowledge and focus on additional skills.

WE WANT TO HEAR FROM YOU

As our training investment continues to grow, we want to hear from you to know what type of training you need to help develop you and further advance your career.

Please email our team at

training@medleycompany.com



CUSTOMER EXP

NPS



"How likely are you to recommend
Medley Equipment Company to someone?"

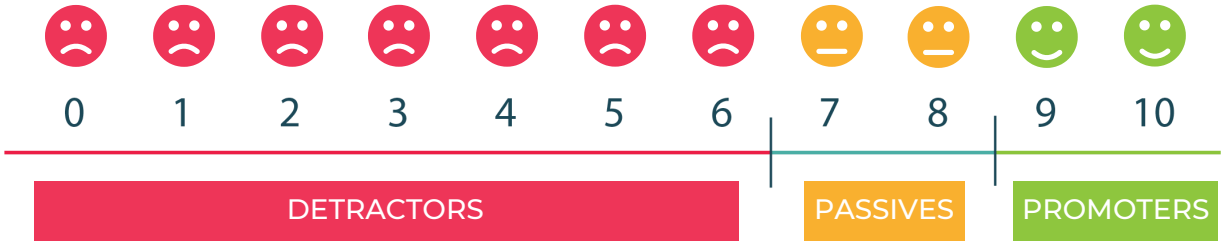


Not Likely

Very Likely

WHY SHOULD YOU CARE?

- NPS is the most widely used Customer Experience (CX) metric to measure, manage and enhance customer loyalty and satisfaction.
- Acting on CX feedback is at least as important as collecting; every customer that leaves us feedback deserves to know what happened to the feedback.
- 95% of quickly resolved negative feedback gains trust and returns customers back to Medley.



$$\text{😊 \%} - \text{😞 \%} = \text{NET PROMOTER SCORE}$$

CX CONTINUED

DETRACTORS

unhappy customers,
high likelihood for
negative word of
mouth, high churn rate

PASSIVES

currently satisfied
but easily tempted
by your
competition

PROMOTERS

typically loyal,
enthusiastic
customers likely to
recommend you

ROOT CAUSES OF DETRACTORS

poor communication, low performance, and lack of parts availability

ROOT CAUSES OF PASSIVES

less enthusiastic, challenging to engage with, looking for lowest cost

ROOT CAUSES OF PROMOTERS

friendly attitudes and connections, efficient service, accurate invoicing

70%

of customers are more
likely to purchase a
product if a friend talks
about it.

"One customer, well taken
care of, could be more
valuable than 10,000\$
worth of advertising."

Jim Rohn,
Entrepreneur

HOW ARE WE DOING?

We recently received some fantastic feedback from Hyster Yale that we are ranked as the number one HY dealer among all others in our dealer network! This means we already provide great customer experiences, and do a great job of resolving negative feedback in a timely manner! Great Job Team!!! Keep up the great work!

HOW CAN YOU HELP?

Keep up the FANTASTIC work of making genuine connections with our customers and continue delivering first class service! Keep being YOU!

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NEED TO KNOW

CRM SOLUTIONS



E-EMPHASYS

Itemized Invoice Requests for customers must be submitted by your Branch Manager to:

eesupport@medleyco.com

PAYROLL

Please take the steps to ensure the accuracy of your time cards before they are submitted-daily.



CENTRALIZED SERVICES BEST PRACTICES

- Tech Timecards are to be turned in **DAILY!**
- PO's must be obtained prior to dispatching.
- *HYG Updates for Fleet are crucial!!*
- Obtain Warranty Authorization prior to completing the repair that requires the authorization. If ever in doubt, email **Tristan Jackson x 1246** and find out if it needs an authorization or not.

CENTRALIZED RENTALS

Jackie Parton is leading our Rental Department now. Should you have questions, please reach out to her **direct x1275**

Please remember: "what is little to you could be important to us." This rings especially true when it comes to knowing which department or what services were rendered. By adding in that extra information, we can better connect our customers with the right parts, service, and rentals they need."

SALES TEAM

NEW SALES TOOLS:

HYSPO - Share collateral directly from the HY-Impact Portal to your target customer. Find product catalogs, videos and more.

New Vendor: Capacity - The GOTO Yard Spotter customers prefer.



[CLICK HERE FOR PAST NEWSLETTERS](#)

MARKETING IS HERE TO SUPPORT YOU!

Marketing is here for all departments! Need Graphics, updated forms, unique social media posts, updated job openings, specific projects? Have an upcoming event you'd like to represent Medley in? Need promotional items to give away? Need Business Cards? Need to order more Medley Branded Items for handing out to Target Customers?

We are here for you!

Order

Has your position changed?
Have you ran out of cards?

Download order form here [↓](#)



Design Help

Have an idea you'd like to bring to life? Need graphics, Custom social post, etc.?



Event Help

Have an event coming up you need marketing assistance for?
We're happy to help!



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