



5 Moves to Stay Resilient in 2025:

A Guide for Material Handling Dealerships





Introduction

Material handling dealerships are at a pivotal moment. From labor shortages to evolving customer expectations, the pressure to adapt is real—and constant. But while disruption is everywhere, so is opportunity.

The most resilient dealerships aren't just keeping up—they're building agility into every part of their business to protect margins, empower their teams, and exceed customer expectations. This guide highlights **five proven moves** that industry leaders are making to stay competitive and responsive in a changing market.

Move 1: Turn Real-Time Data into Action

Data isn't just a back-office function—it's a competitive asset. Leading dealerships are turning insights into outcomes by eliminating silos and surfacing the information that drives faster service, smarter staffing, and stronger financial decisions.

Key Benefits

- **Monitor performance with interactive dashboards**
- **Use telematics and IoT data for predictive maintenance**
- **Make faster, smarter decisions with unified data**

Forklift telematics, for example, provide managers with real-time dashboards that show equipment productivity, locations, operator performance, and maintenance needs—enabling them to spot issues early and optimize operations. Advanced analytics, often powered by AI diagnostics, sift through these data streams to identify usage trends, detect anomalies, and suggest proactive actions. With this kind of visibility, dealerships can move faster, fix problems before they escalate, and make confident decisions that protect uptime and margin.



Move 2: Invest in Workforce Agility & Safety

People power your business—and right now, people are hard to find. Winning dealers are investing in their teams by enhancing training, automating repetitive tasks, and creating safer, more productive environments.

Key Strategies

- **Upskill techs on diagnostics, systems, and modern equipment**
- **Automate repetitive tasks to free up time for high-value work**
- **Use AI-powered safety tools (cameras, sensors, wearables) to reduce incidents and improve morale**

forklift accidents caused

7,290 nonfatal injuries in 2020



In 2022, 34% of logistics businesses had to turn away work due to labor shortages—two-thirds of those lost more than 25% of their revenue. By investing in cross-training, mobility tools, and easy-to-use technology platforms, dealerships can reduce operational bottlenecks and improve retention. Meanwhile, safety technology is helping mitigate risk: forklift accidents alone caused 7,290 nonfatal injuries in 2020, averaging 17 lost workdays per incident. AI-enabled monitoring helps detect unsafe behavior before incidents happen, reducing both costs and downtime.

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Move 3:

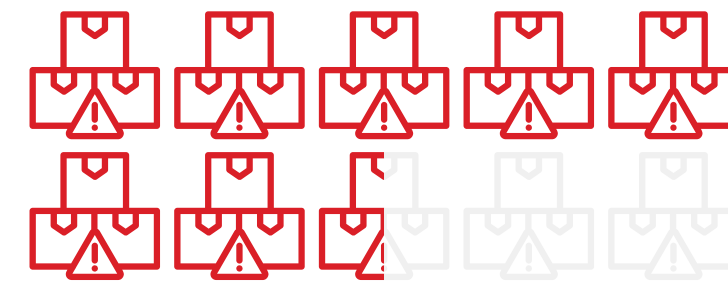
Build a More Flexible, Predictive Supply Chain

Supply disruptions don't have to become revenue disruptions. Forward-thinking dealerships are insulating operations by expanding supplier networks and investing in smarter forecasting tools.

What Resilient Dealers Do:

- **Diversify suppliers to reduce risk exposure**
- **Track inventory in real time with IoT-enabled systems**
- **Use AI to forecast demand and optimize order timing**

75%



experienced supply disruptions

In 2024, 75% of European shippers experienced supply disruptions, and 33% struggled to access necessary materials. Leading dealerships are responding with real-time visibility into supply chain activity—from supplier orders to warehouse bin levels—so they can dynamically respond to delays and avoid overstock or stockouts. Combining multi-source supplier strategies with intelligent inventory planning tools gives dealerships the resilience they need to keep customers satisfied no matter the market conditions.

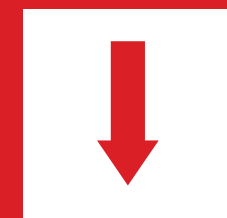
**Leading dealerships are responding with
real-time visibility into supply chain activity**

Move 4: Maximize Uptime with Predictive Maintenance

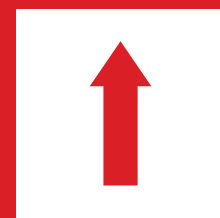
Unplanned downtime hits your bottom line—and your customer trust. Proactive dealerships are extending asset life and maintaining availability through predictive, data-driven maintenance practices.

Actionable Tactics:

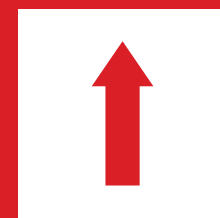
- Catch issues early with telematics alerts
- Automatically generate work orders based on diagnostic data
- Use AI to detect wear patterns and prevent failures



Downtime



Tech efficiency



Rental ROI

Downtime isn't just a technical issue—it's a business one. Equipment failures delay service jobs, pull units from rental availability, and erode customer trust. Telematics systems flag diagnostic codes in real time and monitor subtle performance changes that signal trouble. AI algorithms can predict common failure patterns—like hydraulic issues after a certain number of operating hours—so your technicians intervene before breakdowns occur. The result? Fewer service disruptions, better resource planning, and longer asset lifespans.

Move 5:

Plan for Disruption, Act with Agility

Disruption isn't a matter of if—it's when. The most agile dealerships are building contingency plans and empowering their teams with tools and data to make fast, confident decisions.

Resilience in Action:

- **Develop backup plans for logistics, staffing, and system outages**
- **Use real-time dashboards to empower front-line decisions**
- **Cross-train staff to ensure coverage across roles and locations**

Scenario planning and operational drills ensure your team can act fast—whether responding to a supply chain failure or shifting workloads across branches. By equipping managers with live visibility into inventory, service queues, and staffing, you enable fast pivots that keep business moving. Scalable systems, cross-trained teams, and flexible workflows help dealerships absorb shocks and turn disruption into opportunity. In a competitive market, agility becomes a strategic advantage.



**Enable fast pivots that keep
business moving**



Bring Your Strategy to Life with Integrated Systems

Executing on these moves takes more than a checklist—it takes a platform that empowers your team, improves visibility, and adapts to change. Dealers who've unified their systems—connecting service, rental, inventory, and analytics—report faster decision-making, more consistent uptime, and better margins.

Want to see how resilient dealerships are turning these strategies into action?

Learn how unified systems and smarter workflows are helping them stay ahead in 2025 and beyond.



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