



TRAINING ADDS HIGH TOUCH TO HIGH TECH

Develop excavation safety training for your customers.

Tremendous Opportunity

Recently, a search produced seven shoring rental companies and one manufacturer with an online presence that offers training. One other company was found to offer training but was not easy to find online.

Many more companies with the “hands-on-the-equipment” expertise to do so may offer very good training. It appears, though, that few are actively promoting that lifesaving resource to their market.

As shown in the graphic below, the current size of the market far exceeds the available training for people who work with shoring equipment daily. According to IBIS world, 49,584 contractors across the United States are involved in excavation work, with over 300,000 employees who could potentially need training.



Be an industry expert and a solution provider in your market.

Spend time understanding the needs of your customers in a sales-neutral environment.

Training, as a service to your customers, brings an additional layer of value and an additional touch to your relationship.

Shoring Rental Houses and Safety Training Companies

Yes, many safety training companies offer very good services. The best of these will always have a place in the market, and they offer trainers who are quite knowledgeable. Yet a tremendous opportunity exists for those involved in the day-to-day business of renting and delivering shoring equipment to add to the mix their invaluable insights, savvy, and down in the dirt experience helping contractors to be compliant. These companies have the reference base of those working with the

daily challenge of fitting the work to what compliance dictates, and then finding the most cost-effective way to accomplish it.

Call to Action

OSHA states that everyone must be trained as to the nature of the hazards to which they may be exposed on the job. This means anyone working in and around excavation must be trained. The Competent Person who is onsite for trenching and excavation jobs will require a higher level of training than many workers. Yet both awareness training and Competent Person Training are sorely needed in our market.

OSHA has in place a National Emphasis Program that focuses on excavation work. Last year, 39 fatalities resulted from trench collapse across the United States. The need is urgent and the opportunities have never been better to answer the call to action to reduce risk, impart our unique expertise, and combat poor decisions – and even apathy – that result in avoidable injuries and fatalities in our midst.

NAXSA is working to help members and colleagues qualified to offer expert training become credible, relevant, and prosperous in their market. We offer a path for trainers to continue to grow and improve their craft by becoming involved and helping us to educate our customers on the importance of good training – delivered by people who know and understand the equipment, and the rules and regulations set forth by the excavation standard.

Reach out to NAXSA if you are interested in becoming a part of the lifesaving work we do here!



Disclaimer: This document does not provide or address all information, laws, standards, regulations, codes, requirements and safety procedures applicable to excavations, trench protection and shoring options. Readers should comply with all such measures.