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BTA Announces 2024 ProFinance 3.0 Dates

Pages 22-25 of this month's issue of Office Technology feature an interview with Todd Johnson of Strategic Business Associates (SBA) about the Business Technology Association's (BTA's) ProFinance 3.0



workshop (led by Todd and John Hey, also of SBA), peer groups and the industry. The insight he shares in the Q&A is imperative for dealers looking to improve the performance of their dealerships, so I highly recommend reading this interview.

Here's an excerpt from the Q&A, when Todd was asked about how ProFinance prepares dealers to understand the financial health of their dealerships: "The number-one thing I would boil it down to is data-based decisions ... We used to be able to stumble into pretty good results with ... gut feelings. Today, it takes the knowledge, the data and the information to drive the right decisions.

"So, we break it down in ProFinance — here's what you want to know, here's why and, oh, by the way, here's what good looks like. Instead of guessing, ProFinance attendees can go back and apply that very specifically to their situations and identify 'Here is where we're weak; we should spend some time here.' ProFinance targets what they should spend time on, and it gives them the ability to understand the levers and how to go pull the ones that are important in their businesses."

If you have not attended ProFinance and are looking to better understand the financial health of your dealership, I encourage you to register for one of the 2024 workshops that have recently been announced. And, if you're a previous ProFinance attendee but would like to attend again and get the updated model, you can return for 50% off. The

2024 ProFinance workshop dates and BTA member dealership locations:

- March 6-7 — Virginia Business Systems, Richmond, Virginia
- June 5-6 — Knight Office Solutions, San Antonio, Texas
- Oct. 9-10 — Advanced Office, Irvine, California

ProFinance teaches attendees the industry model (including 30 key benchmarks) that can help them and their teams achieve double-digit operating income. During the workshop, John and Todd share their knowledge from many years of building some of the largest dealerships in North America and their experience advising many of the most successful companies in the office technology industry.

A quick overview of the workshop gives you an idea of what you will learn each day. Day one highlights include:

- An overview of the financial model, its history, principles and application
- The MFP and MPS benchmark model and its components
- Details behind the benchmarks and how to apply them to your business
- A problem-solving session with sample problems and solutions

Day two highlights:

- A review of the day and Q&A
- A review of the previous day and general discussion
- Sales compensation strategies
- Managed network services and imaging dealer strategies
- A discussion on leadership and company culture
- A review of all the information covered and Q&A

Improve the performance of your dealership and register for ProFinance today. Visit www.bta.org/ProFinance. ■

— Don Risser