



# Dealer Groups About Helping One Another

I have written in this space in the past about the BTA Dealers Helping Dealers Discussion Groups. There are five groups in place: three for owners and senior management; one for sales management; and one for service management. The groups, comprised of non-competing BTA member dealers, meet via Zoom. I host the calls and serve as moderator. Two of the groups meet every other week; the other three groups meet monthly. To date, combining all five groups and all of the calls, there have been 194 calls with total attendance of 2,251.



In each call, attendees discuss all aspects of their dealerships, asking questions of one another, sharing ideas, reviewing best practices, reporting on success stories, etc. The groups perfectly illustrate a primary purpose of BTA — to facilitate dealers helping dealers.

One of the things I have been pleased to see is the dialog of group members outside of the calls. They have one another's email addresses and, so, can easily communicate. Below is an excerpt from a recent email chain among members of one of the groups, to give you a sense of the value of participation beyond the Zoom calls. These are dealers who now know one another well and can lean on the group members for counsel.

■ **Dealer One:** "If you are willing to share, what is your starting pay for these positions? Here are mine. My managers and senior level are all salary positions but converted to hourly for this request. Add anything to the list as needed: Customer service/receptionist, \$15/hour; bookkeeper, \$17/hour; controller, \$26/hour; entry service technician, \$17/hour; experienced service technician, \$22/hour; service manager, \$24/hour; IT help

desk, \$17/hour; IT lead, \$19/hour; IT manager, \$26/hour; entry sales, \$17/hour; experienced sales, \$26/hour."

■ **Dealer Two:** "Customer service/receptionist, \$18-\$20/hour; bookkeeper, N/A; controller, \$35/hour; entry service technician, \$18-\$20/hour; experienced service technician, \$22-\$25/hour; service manager, \$27-\$30/hour; IT help desk, \$18-\$20/hour; IT lead, \$20-\$25/hour; IT manager, \$30-\$35/hour; entry sales, \$18-\$20/hour; experienced sales, \$20-\$24/hour (we usually do low hourly and high commission percentage)."

■ **Dealer Three:** "Great list and I would say for the positions we currently have, I am in line with [Dealer One's] initial numbers. Experienced sales or service can vary greatly, but entry levels seem right ... I am currently looking for a controller and I am hoping [this person] can be a strategic asset to the company and a part of the leadership team, meaning [he or she] will proactively look for and research potential areas of focus and be able to present potential improvements; not just someone to enter A/R, A/P and manage contracts, which I would define as a bookkeeper. I wanted to clarify since we all might define those roles differently."

■ **Dealer Four:** "Have you considered a fractional CEO or controller? We use a company called Fahrenheit, which helps companies accomplish these goals without full-time pay. Many are previous business owners or top executives. There may be a company in your market that [offers] this service."

Are you interested in participating in one of the BTA Dealers Helping Dealers Discussion Groups? If so, email me at [brent@bta.org](mailto:brent@bta.org). I will then work to get you into a discussion group that has no competitors to your dealership. ■

— Brent Hoskins

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## FLASHBACK



The association's magazine cover 51 years ago this month — the NOMDA Spokesman, March 1972.