



ProFinance to Be Held June 7-8 in Minnesota

Are you a dealership owner or executive-level staff member? If so, I encourage you to attend the Business Technology Association's (BTA's) next ProFinance 3.0 workshop, to be held June 7-8 at BTA member dealership Metro Sales Inc. in Burnsville, Minnesota (a Minneapolis suburb). Since 2001, ProFinance has improved the performance of hundreds of dealerships. Will you and your company be among those receiving the information you need to gain the competitive edge that is so vital in today's marketplace?



Now in its 23rd year, ProFinance is BTA's longest-running educational workshop. During ProFinance, industry veterans John Hey and Todd Johnson of Strategic Business Associates share their knowledge from more than 25 years of building and advising some of the largest and most successful dealerships in the industry. They will give you the industry model (which is updated yearly and includes more than 30 key benchmarks), proven sales and service plans, effective management programs and critical organizational strategies.

The first day of ProFinance will begin at 8:30 a.m. with an overview of the financial model, its history, principles and application. After a break, John and Todd will introduce the MFP and MPS benchmark model and its components. There will be a break at noon for lunch.

After lunch, you will learn the details behind the benchmarks and how to apply them to your business. A problem-solving session will follow with sample problems and solutions. Wrapping up the first day, John and Todd will review the information covered and answer questions.

The second day will begin at 8:30 a.m. when John and Todd will review the information from day one, have a general discussion and share sales compensation strategies. After a break, they will teach attendees managed network services and imaging dealer strategies, and then share their thoughts on leadership and company culture. The workshop will conclude at noon with a review of all the information covered and a Q&A session.

The feedback BTA has received from ProFinance attendees over the years has been extremely positive. Following are some comments from recent attendees:

■ "The exercises were fun for me, but I'm in finance. Everyone around me appreciated accounting for once! I loved getting the spreadsheets. [Learning how to] use the numbers to drive the business [was helpful]. It takes out the guesswork." — *Julie Toth, Plus Inc., Greenville, South Carolina*

■ "It [the information] was all very helpful. It was nice to see what components we are following, and what we can review and do better. It was also very helpful to have time to talk with others. I learned a lot from each section, and really enjoyed the compensation and culture sections." — *Destre Crawford, Standley Systems, Chickasha, Oklahoma*

■ "[It was helpful] to know that other dealers have the same issues we do in regard to comp plans, etc. [I learned] that we can fix any issues if we follow the model and don't discount the aftermarket. Being a family business, I found it very insightful, as I am currently dealing with those dynamics." — *Matt Pokorney, Advanced Office Systems, Baton Rouge, Louisiana*

BTA member tuition is \$1,395. If you've attended previously and want the new benchmarks, you can attend again for 50% off. To register, visit www.bta.org/ProFinance. ■

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