



Why Not Let Fellow Dealers Help You?

Would you welcome the opportunity to connect with non-competing dealers via Zoom to discuss best practices, new revenue ideas, solutions to common challenges, etc.? If your response is “yes,” I encourage you to consider joining one of the Business Technology Association’s (BTA’s) Dealers Helping Dealers Discussion Groups. BTA formed these groups in the spring of 2020 (yes, during the COVID-19 pandemic) to bring dealers together to help one another. The participating dealers don’t talk about the challenges of the pandemic anymore. They talk about everything else. It’s at no cost and is simple. When registering for each one-hour call, dealers are asked to respond to this question: “What topics or questions would you like the group to address in this call?” That opens the door for fellow dealers to provide welcome guidance and insight.



Are you interested in joining one of these groups? If so, just email me at brent@bta.org. I’ll send you lists of the participating companies in the groups and you can select the group that works best for you. Three of the groups are for dealership owners and senior management. We also have two groups for sales management and one for service management. Two of the groups meet twice a month; the other four groups meet monthly. Here’s what some of the current discussion group members are saying:

■ “I have enjoyed my almost two years of involvement in BTA’s Dealers Helping Dealers Discussion Group. I try not to miss these one-hour, biweekly discussions, as I always find value in the sharing of ideas and best practices.” — *Susie Woodhull, owner/CEO, Woodhull, Springboro, Ohio*

■ “Gathering for an hour or two hours per month to hear things that you may not be doing or using in your dealership, and asking questions of your peers and receiving valuable feedback is priceless.” — *Van Seretis, managing partner, Premium Digital Office Solutions, Parsippany, New Jersey*

■ “Sometimes I feel like I am ‘alone’ and have to make decisions without ‘independent’ input. Having a group of people I can call who are not competitors is invaluable in determining if I am operating within the norms of the industry.” — *Neville Chaney, president, WJ Office, Boone, North Carolina*

■ “The BTA Dealers Helping Dealers Discussion Group that I belong to has been very helpful to my business. It is like having a board of directors of like-minded people who come to the meetings with great ideas.” — *Mick Dean, president, SaraMana Business Products Inc., Sarasota, Florida*

■ “Being part of the BTA Sales Management Discussion Group has been invaluable to my professional growth. The opportunity to hear how other sales managers handle similar challenges and different strategies has given me countless actionable ideas.” — *Jennifer Thomson, vice president of sales and marketing, Automated Business Solutions, Warwick, Rhode Island*

■ “The BTA Service Management Discussion Group has been extremely helpful in tackling the day-to-day issues that we all face as service managers. The forum helps in many ways, but one of the most useful is to determine if some of the challenges your company may be dealing with are caused by general headwinds in the industry or possibly by poor processes within your own organization, and to inquire about more effective ways to deal with these situations.” — *Rick Hayes, technical service manager, Eakes Office Solutions, Grand Island, Nebraska*

— Brent Hoskins

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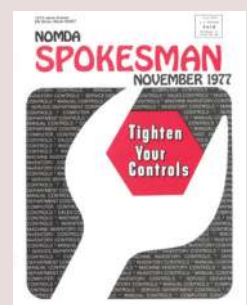
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FLASHBACK



The association’s magazine cover 47 years ago this month — the NOMDA Spokesman, November 1977.