



Next ProFinance 3.0 To Be Held Oct. 19-20

The final 2022 session of ProFinance 3.0, the Business Technology Association's (BTA's) longest-running educational workshop, will be held Oct. 19-20 at BTA member dealership Solutions YES in Portland,



Oregon. The October workshop marks the end of the 22nd year for ProFinance, which is taught by John Hey and Todd Johnson of Strategic Business Associates. ProFinance has helped improve the performance of hundreds of dealerships, giving dealership owners and executive-level staff members the competitive edge that is vital in today's marketplace.

During the workshop, John and Todd share their knowledge from more than 25 years of industry experience building some of the largest dealerships in North America and advising many of the most successful companies in our industry. They share the industry model — which includes more than 30 key benchmarks — as well as proven sales and service plans, effective management programs and critical organizational strategies. The model is updated yearly so attendees are sure to receive the most up-to-date industry benchmarks. BTA members who have been to ProFinance in the past can attend again to learn about the latest benchmarks at 50% off the member price.

At the October workshop, the first day will begin at 8:30 a.m. with an overview of the financial model. You will learn the history of the model, its principles and application. After a break, John and Todd will introduce the MFP and MPS benchmark model and its components. At noon, attendees will break 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, giving attendees sample problems and solutions. To wrap up the first day, John and Todd will review the information shared and answer attendee questions.

The second day will begin at 8:30 a.m. with a review of day one and general discussion. Next, John and Todd will 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 allow attendees to have any questions answered.

Dealer feedback has been overwhelmingly positive over the years. Following are a couple of recent comments from attendees:

■ "Being extremely new to this job and the industry, I can say that I leave here more knowledgeable of how the industry measures itself than I would have otherwise. Benchmarking only works when data is consistently applied and you did an excellent job of detailing how to get there." — *Steve Nardo, Cobb Technologies, Glen Allen, Virginia*

■ "I really liked the whole course, but I particularly liked the sales compensation portion and the IT insights." — *Michael Piche, Automated Business Products, Centennial, Colorado*

Want to attend ProFinance but the October dates won't work with your schedule? 2023 dates and locations have been finalized:

■ March 8-9, BTA member dealership Novatech Inc., Nashville, Tennessee

■ June 7-8, BTA member dealership Metro Sales Inc., Burnsville, Minnesota (a Minneapolis suburb)

■ Oct. 11-12, BTA member dealership Imagine Technology Group, Chandler, Arizona (a Phoenix suburb)

For more information or to register, visit www.bta.org/ProFinance. ■

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FLASHBACK



The association's magazine cover 57 years ago this month — the NOMDA Spokesman, September 1965.