



Have You Attended BTA's ProFinance 3.0?

The following testimonial from Mike Fair of BTA member Pulse Technology in Schaumburg, Illinois, captures the thoughts of many attendees of the Business Technology Association's (BTA's) ProFinance 3.0 workshop: "The [ProFinance 3.0] model was extremely helpful to cross-reference what we're doing today and how it stacks up. The timing of the training was perfect. You can tell both gentlemen have been doing this for years. Having them be part of our industry helps tremendously. Bravo!"



Since 2001, the principles of ProFinance (the association's longest-running educational workshop) have dramatically improved the performance of hundreds of dealerships. Are you one of the many who have benefited from this workshop? If not — or if you're looking to attend again and get the updated model (those who've been to ProFinance before can attend again for 50% off) — the last ProFinance 3.0 for this year will be held Oct. 11-12 at BTA member dealership Imagine Technology Group in Chandler, Arizona (a Phoenix suburb).

Taught by John Hey and Todd Johnson of Strategic Business Associates, ProFinance teaches attendees the industry model (which includes 30 key benchmarks), that can help them and their teams achieve double-digit operating income. During the workshop, John and Todd will share their knowledge from more than 25 years of building some of the largest dealerships in North America and their experience advising many of the most successful companies in our industry.

The first day of the workshop will begin with an overview of the financial model. Attendees 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, attendees will learn the details behind the benchmarks and how to apply them to their businesses. 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 questions.

The second day will begin with a review of the previous day and general discussion. Next, John and Todd will share sales compensation strategies. After a break, managed network services and imaging dealer strategies will be discussed, and then John and Todd will share their thoughts on leadership and company culture. The workshop will conclude with a review of all the information covered and a Q&A session.

Dealers consistently praise ProFinance as one of the best industry workshops they've attended. Some additional feedback from dealer attendees:

■ "[The most helpful information] was the model and the percentages shown on what the most successful businesses are achieving. I can't wait to get back and input our actual numbers into the model to see how we compare." — *Matt Hansen, River Bend Business Products, Mankato, Minnesota*

■ "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*

If you're looking to improve the performance of your dealership and get the competitive edge that is so vital in today's marketplace, register for ProFinance today. Visit www.bta.org/ProFinance. ■

— Don Risser

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