

General Motors Accessories Distributor Installers Select NCM[®] Associates for its 20 Group Program

Overland Park, Kan., Jan 26, 2012: [NCM[®] Associates](#), the leading provider of 20 Group, retail operations consulting, dealership training and education, and [Benchmark[®] analysis](#) services to retail automotive dealers and managers, today announced it has been selected as the exclusive 20 Group program provider for the General Motors Accessories Distributor Installer (ADI) Network. The new GM - ADI 20 Group is comprised of authorized GM Accessories distributors and installers in the U.S.; the group's first meeting will be held in Scottsdale, Arizona in February. NCM Associates' Brian Faulkenberry has been selected as the group's executive conference moderator.

In late 2011, NCM Associates was invited to present the value of its 20 Group program to a group of executives from General Motors and its authorized Accessories Distributor Installers. The GM - ADI Network representatives were looking to form an exclusive alliance with a 20 Group program provider in 2012. [Jeff Bethel](#), a member of the NCM board of directors and long-time executive conference moderator for several NCM 20 Groups, crafted his presentation to address the unique features of [NCM 20 Groups](#) in light of recent trends in automotive retail operations management. As the industry pioneer in automotive dealer 20 Groups, NCM has led the way in the evolution of its peer collaboration service that now extends beyond the independent and franchised retail automotive industry to more than 20 other industries.



The 20 Group concept involves a group of non-competing business peers—typically owner-operators—who compare their operating performance, processes, customer experience and business best practices with each other by way of comparative operating statements, face-to-face meetings, and between-meeting communications platforms with the expectation of improving their productivity, efficiency and bottom-line profitability. According to Bethel, one feature that has not changed throughout its evolution is the importance of undistracted focus—getting away from the business to work more effectively on it with the support of peers who are facing similar issues in their operations. “The ‘outside-in’ perspective that comes from having your peers looking critically at your operation is a proven strategy for business owners to improve their operations in ways that are specific to their needs and desires,” Bethel explained. “Today’s operators have a plethora of information and data at their disposal; our program helps them analyze and apply that data in very specific ways using proven techniques that have been successful for their fellow group members.”

According to Jamie Burnell, [General Motors](#) - National Accessories Sales Manager, the interest in a formal 20 Group program for the GM - ADI Network was to provide a platform for its network of 24 U.S. Accessories Distributor Installers to learn from and among their peers those strategies and processes that will have a significant impact on the success of their businesses. “When our GM Accessories Distributor Installers find ways to increase sales and improve efficiencies while also enhancing our customers’ experience, it’s a win-win-win situation,” Burnell said. “With the [NCM Benchmark for Success](#) 20 Group program, we are convinced our GM - ADI operators will enjoy the same successes as their retail automotive counterparts in terms of improving customer satisfaction and reinforcing loyalty to the GM brand while increasing sales and revenue in 2012.”

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Tim Gallagher, General Manager of [Automotive Distributors Co. Inc.](#), (ADW) Columbus, Ohio, is a member of the new GM – ADI Group and is eager to meet with his Network peers at their first meeting in Scottsdale, Arizona. “I’m looking forward to learning from the other ADIs—taking their best practices and making my ADI even better,” Gallagher said.

NCM president and chief executive officer [Paul A. Faletti, Jr.](#) commended the GM - ADI Network leadership for their due diligence in selecting a proven program provider that is dedicated to being responsive to the unique needs of the members. “Because we are a 100% employee-owned company, all NCM associates are foremost focused on the needs of our clients and on providing an exemplary customer experience,” he said. “This requires us to be tuned in to the many trends impacting their businesses today so we can develop the customized data analysis tools and facilitate the kinds of meaningful conversations that are proven to result in productive and positive outcomes for our group members,” Faletti added.

About NCM® Associates, Inc.

NCM Associates, Inc. is the originator of the automotive industry 20 Group peer collaboration process and has been providing dealership Benchmark® analysis, Education and Consulting services to the industry since 1947. Located in Overland Park, Kan., NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark® for Success program with new and pre-owned U.S. automotive dealerships, as well as with businesses in more than 20 other industries. NCM is proud to be 100% employee owned.

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