

General Motors and NCM® Associates Team Up to Support Minority Automobile Dealers in 2012

Overland Park, Kan., Feb 1, 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 by General Motors Minority Dealer Development (GM - MDD) as the exclusive provider of a proprietary in-dealership consulting program designed to substantially improve automotive dealership profitability. In 2011, [NCM Retail Operations Consulting](#) assisted 18 GM - MDD dealers in significantly improving their bottom-line profitability using the Profit Correction Meeting (PCM) program. Upon their recommendation, GM agreed to make the PCM program available again in 2012.

According to [Paul Stowe](#), Director, NCM Retail Operations Consulting, the [Profit Correction Meeting](#) (PCM) program is a proven approach to assess, identify and capitalize on profit opportunities in the dealership. "It is successful because it involves the dealer principal and department managers working in concert with their personal NCM retail coach to analyze current operating performance, gain insights on profit opportunities, and execute corrective action plans," he said. "Moreover, managers are routinely challenged to operate their departments at NCM Benchmark® performance levels to be the 'best-of-the-best,' and using the disciplines learned in the PCM program, they typically do."



In an announcement to the MDD Network, Marina L. Shoemaker, General Motors Director - Dealer Development and the Minority Dealer Development Program, said, "GM Dealer Development has partnered with NCM Consultants, known throughout the industry for their work and success in helping dealers analyze and improve retail operations, to deliver an in-dealership consulting program for interested dealers in the MDD network. The PCM program format has been developed to support MDD Dealers whose average "Net-to-Gross" runs short of the current industry benchmark. The goal is to measurably improve performance against this metric which should include an increase in dealership profitability."

Pamela Rodgers of Rodgers Chevrolet (Woodhaven, Mich.) was one of those participating MDD Dealers in 2011 who saw significant improvement in her dealership. "We have implemented the NCM Profit Correction Meeting program and the management team enthusiastically bought into the program once they saw how it can improve their departmental profits. I personally am excited about this initiative," Rodgers said.

NCM president and chief executive officer [Paul A. Faletti, Jr.](#) lauded the Retail Operations Consulting team for delivering a stand-out program that achieves consistently high results. "The NCM Retail Operations team has an impressive track record, producing an average 57.7% increase in year-over-year profitability improvement for our PCM clients," he said. "We're looking forward to again assisting the GM - MDD Network in achieving their goals in 2012."

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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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