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NCM® Institute Sponsors Three More Jeff Cowan's Pro Talk® Workshops in 2011

Overland Park, Kan., 7 Mar. 2011: [NCM Associates](#), a leading provider of automotive [20 Group](#), [Retail Coaching](#), [Education](#) and operations [Benchmarking](#) services to the retail automotive industry, announced the next three dates for upcoming Jeff Cowan's Pro Talk Service Advisor Workshops sponsored by the NCM® Institute. Workshops will be held at the Institute's training facility in Overland Park, Kansas. The first workshop was held on February 23-24 and overwhelmingly-positive student response to that service advisor training compelled NCM and Jeff Cowan's Pro Talk to co-sponsor three more classes this year. NCM clients receive special discounts when attending an NCM Institute-sponsored workshop.

NCM Associates and Jeff Cowan's Pro Talk, Inc. first joined forces in February to help auto dealers equip their fixed operations teams to increase sales on the service drive while improving customer satisfaction scores and customer retention. NCM is well known in the automotive industry for its management and leadership development programs offered through its [NCM Institute](#) Center for Automotive Retail Excellence (NCMi® CARE). Jeff Cowan is the leading training service provider and expert in service advisor sales training to the automotive industry. Twenty-two students attended the first NCMi-sponsored Pro Talk workshop in Kansas City.

NCM's President and CEO, Paul Faletti Jr., had the opportunity to sit in on the first training workshop. "What an experience!" he said, "The room was full of both Service Managers and Service Advisors and I can tell you that everyone left not only believing they could increase their performance, but more importantly, they left equipped with proven practices that if utilized, *will* increase performance." Faletti also noted that Cowan's approach works because it is built on the philosophy of taking great care of customers on the Service drive rather than selling them things they don't need.

"I'm very impressed by the NCM organization since visiting the headquarters in February," said Jeff Cowan, President of Jeff Cowan's Pro Talk, Inc. "We not only share a common objective to improve the total dealership profitability for our clients, we also share a wealth of knowledge and experience built over decades working in, and on behalf of, the retail automotive industry." Cowan's program represents the culmination of more than 25 years of time-tested service department sales techniques and skills, which he has turned into a proven service advisor sales training system that delivers immediate results. NCM has been providing its industry-leading 20 Groups, Benchmarking, Consulting and Education programs to auto dealers since 1947.

The upcoming NCMi-sponsored Pro Talk Service Advisor Workshops will be held at NCM headquarters on the follow dates in 2011:

- May 11-12
- September 14-15
- December 7-8

For information on the upcoming workshops, visit [NCM Institute](#) online or call 800.958.2921.

About NCM® Associates, Inc.

NCM Associates, Inc. is the originator of the automotive industry [20 Group peer collaboration](#) process and has been providing dealership [Benchmarking](#), [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. For more information about NCM Associates, visit www.ncm20.com or call 800.756.2620.

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