

NCM® Associates Aligns with Proactive Training Solutions to Present “Management by Fire!” Workshops for NCM Clients

Overland Park, Kan., Sep. 6, 2011: *NCM Associates, the leading provider of automotive 20 Group, retail operations consulting, management training and operations Benchmark® analytics to the retail automotive industry, and Alan Ram, a premier management, telephone and sales training provider to automotive dealerships through his company, Proactive Training Solutions, today announced an alliance to bring Ram’s ‘Management by Fire!’ sales manager training workshop to NCM clients. Ram will be presenting the first of several 2-1/2 day, regional workshops in Dallas, November 15-17.*

[NCM Associates](#) and Proactive Training Solutions are teaming up to help auto dealers equip their sales managers with the skills they need to manage salesperson activities in today’s business environment. The companies decided to make an exclusive training opportunity available to NCM clients to address a common, but compelling, problem in the retail automotive business; that is, promoting outstanding sales people to sales management positions. This practice often leads to a host of difficulties for the dealership and the new manager, as successful sales management requires an entirely different skill set. The *Management by Fire!* workshop is designed to equip these individuals—and any sales manager—to be a success, no matter what the business climate or economic circumstances.

NCM is well known in the automotive industry for its management and leadership development programs offered through the NCM Institute (NCMi®) Center for Automotive Retail Excellence, with focus on operations best practices and instilling the processes and accountability necessary to maximize dealership profitability. Alan Ram is a highly sought-after training provider to automotive dealerships and manufacturers specializing in increasing individual and dealership productivity through effective utilization of the telephone, Internet and client base management.

“Forming this alliance with Alan Ram and [Proactive Training Solutions](#) will complement our NCMi sales management training curriculum, as our in-depth program is targeted at improving the operational processes and profitability of the sales organization through effective personnel, asset and expense management best practices,” said Paul A. Faletti Jr., President and CEO of NCM Associates. Garry House, Director of Education for NCM and head of the NCM Institute, agreed. “*Management by Fire!* workshops deliver a unique perspective on sales management with specific concentrations in call monitoring and training and salesperson activity management as taught by one of the preeminent sales training experts in our industry. It’s a balanced solution that will increase our clients’ sales and improve their profitability, which is what NCMi strives to accomplish with all our training programs,” he said.

-MORE-



“The opportunity to work closely with NCM and its clients to the betterment of their dealership sales organizations is a real privilege,” said Ram, President and founder of Proactive Training Solutions. “I’ve been passionate about auto dealership sales excellence since beginning my retail automotive career, and I am humbled to have worked with tens of thousands of salespeople, managers, business development representatives and Internet staffs across the country since launching Proactive Training Solutions in 1991.” According to Ram, by using the techniques learned in the *Management by Fire!* workshops, good managers can become great managers, driving more traffic to the dealership by managing salesperson activities, immediately increasing gross profit, maximizing call monitoring and training for superior results.

For more information on the upcoming workshop, visit [NCM Institute](#) online or call 866-996-4665.

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® analytics](#), management training 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 Associates is proud to be 100% employee owned. For more information about NCM Associates, visit [www.ncm20.com](#) or call 800.756.2620.

Contact Information:

NCM Associates, Inc.
10551 Barkley, Suite 200
Overland Park, KS 66212
913.649.7830
[www.ncm20.com](#)
rkeller@ncm20.com

###