



## **NCM® Associates Expands Training Programs for Franchise Auto Dealer General Managers, Used Vehicle Managers and Service Managers**

*NCM Associates ([www.ncm20.com](http://www.ncm20.com)) is expanding its education services to franchise automotive dealers with the addition of a comprehensive, year-long development program for General Managers. The inaugural class for the NCM® Institute General Management Executive Program will meet for its first of six sessions in August. Classes will be conducted every other month, concluding in June, 2012. Also kicking off this summer are Used Vehicle and Service Management immersion training programs. The courses will be positioned in back-to-back sessions, with each class conducted over 1 ½ days. The Used Vehicle and Service Management programs will be held in Atlanta, Philadelphia, Dallas and Los Angeles. The courses, entitled, “How to Make the Phone Ring and the Door Swing in Your Used Vehicle Department” and “How to Increase Customer-Paid Gross in Your Service Operations,” will focus on operations best practices with intensive focus on those skills that will have an immediate impact on improving departmental performance in driving leads and capturing more gross profit for the dealership.*

Overland Park, Kan., 8 June 2011 — [NCM Associates](http://www.ncm20.com), a leading provider of retail automotive 20 Group services, Education, Retail Operations Consulting and the originator of the NCM Benchmark® for Success program for automobile dealers, today announced the development of several new education programs for automotive dealers and their managers. The General Management Executive Program is a comprehensive executive development training program consisting of a series of 2 ½ day sessions conducted over 11 months, beginning in August. Enrollment is limited to 25 students and all classes meet at the NCM Institute training headquarters in Overland Park, Kansas. NCM Institute is a well-established training partner to retail automotive dealers, having trained over 500 dealership managers, executives and dealer principals in the 12 months following the launch of an all-new suite of management and leadership training programs in early 2010.

The [General Management Executive Program](#) is designed to equip current and future automotive dealership executives for long-term success in retail automotive management. With emphases in dealership financial and operational best practices, the program’s objective is to build a solid executive leadership foundation through the structured transfer of critical knowledge and skills by NCM’s industry veteran faculty. Garry House, director of the NCM Institute’s Center for Automotive Retail Excellence, described the curriculum focus as comprehensive, intensive and designed to give the students the knowledge and skills necessary to successfully manage a dealership, balancing the volatility of the industry with the myriad operational decisions that drive the profitability of their dealerships. House stressed the importance of having a faculty comprised of industry experts and veteran automotive retail executives. “Our instructors are experienced retail managers who, in addition to their positions on the NCM Institute faculty, are actively working in dealerships with their clients and bring deep, real-world retail automotive management experience to the classroom,” he explained.

In addition to the year-long General Management Executive Program, NCM is also taking its highly-acclaimed Used Vehicle and Service Management training on the road in two new sessions entitled, “[How to Make the Phone Ring and the Door Swing in Your Used Vehicle Department](#)” and “[How to Drive More Customer-Paid Gross from Your Service Department](#).” Delivered in Atlanta, Philadelphia, Dallas and Los Angeles through the summer and fall of 2011, the programs are comprised of content from the NCM Institute’s more comprehensive Principles of Used Vehicle and Service Management courses, focusing on those concepts, tools and skills most relevant to driving more leads and revenue into the auto dealership’s Used Vehicle and Service Departments. The classes will be held in back-to-back, 1 ½ day sessions in each city.



For information about the NCM Institute, these programs and other management training options for automotive retail dealers, call 866.756.2620.

**About NCM® Associates, Inc.**

NCM Associates, Inc. is the originator of the automotive industry 20 Group peer collaboration process and has been providing automotive dealership Benchmarking, Education and Retail Operations Consulting services to the industry since 1947. Located in Overland Park, KS, 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 dealerships in more than 20 other industries. For more information about NCM Associates, visit [www.ncm20.com](http://www.ncm20.com) or call 800.756.2620.

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