



## **NCM® Institute Center for Automotive Retail Excellence to Deliver Free Operations Guidance to Auto Dealers and Managers Each Week**

*NCM® Associates ([www.ncm20.com](http://www.ncm20.com)) is expanding its reach to retail automotive dealers and managers with the addition of an informational blog and newsletter from the NCM® Institute (NCMi®) Center for Automotive Retail Excellence devoted to dealership best practices, management tips and professional guidance designed to improve the performance of their dealerships. The first issue of the Up To Speed newsletter is scheduled for release on November 7th and will feature a structured process for identifying and managing unsold prospects to deliver more vehicles and service sales each week. As an incentive for potential subscribers, NCMi is offering a free, 34-page report entitled, "It's All About The Numbers! Understanding the Mathematics of Dealership Sales." Up To Speed subscribers can expect two to three quick-hitting, insightful articles each week delivered to their email in-boxes.*

Overland Park, Kan., 7 Nov. 2011 — [NCM Associates](#), a leading provider of retail automotive 20 Group services, dealership training, retail operations consulting and the originator of the NCM Benchmark® for Success program for automobile dealers, today announced the launch of its newest information resource for auto dealers and their managers. According to Garry House, director of the NCM Institute Center for Automotive Retail Excellence (NCMi®) the [Up To Speed online blog](#) and e-Newsletter will feature informational articles from House and the entire NCMi faculty on topics including merchandising strategies and processes, improving transactional quality and employee productivity, expense and asset management, goal setting, and leadership and accountability. From time to time articles from industry-recognized guest experts will be featured to provide additional perspectives.

The [NCM Institute](#) is a division of NCM Associates, Inc. and was designed to equip automotive dealership operators and managers for long-term success in retail automotive management through its core curriculum and value added training features that support its students long after they leave the training room. House expects the *Up To Speed* information service to expand the Institute's reach and help make skills development and learning a bigger part of the retail automotive culture. He explained, "I am excited to now offer broad-based exposure to the exceptional insights and guidance the expert NCMi faculty shares in our training curriculum through *Up To Speed*. We want all automotive retail managers to have access to this kind of valuable information to not only enhance their professional skills, but to serve as the catalyst for driving increased efficiencies and profit improvement in their departments and throughout their dealership operations."

"The introduction of Up To Speed caps off a banner year for the NCM Institute," said NCM Associates CEO and President, Paul A. Faletti, Jr. "With focused energy, the NCMi team has developed fresh new content, expanded its offerings via strategic training alliances, and added convenient regional training options for its students," Faletti continued. "NCMi is striking the right chord with our franchised, independent and Buy Here, Pay Here dealers and by their support, have made this NCMi's most successful year ever."

[MORE]



To demonstrate the kind of high-quality, actionable information subscribers will enjoy with *Up To Speed*, NCMi is offering a free, 34-page e-Report on the mathematics of dealership sales and the importance of running a dealership using consequential sales metrics to maximize the selling efforts of every department. House authored the comprehensive e-Report, [\*It's All About The Numbers! Understanding the Mathematics of Dealership Sales\*](#), and is offering it at no charge to early *Up To Speed* subscribers. The report examines what really happens in automotive dealerships relative to lead and opportunity management, and provides a proven structure and practical analysis tools to help department managers, general sales managers, general managers and dealer operators understand and use the critical sales metrics that will improve their effectiveness and drive more sales revenue into the dealership.

House explained why he chose the e-Report as the catalyst to pique subscriber interest: "It's a great one-two punch for those dealers and managers who need to kick-start a structured approach to managing their dealership departments by the numbers and who desire on-going support through the robust content they'll get each week in *Up To Speed*. And by making the content available through the *Up To Speed* blog," House added, "We're providing a discussion forum where they are free to share their experiences and observations in the safety of the *Up To Speed* user community of like-minded subscribers."

**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 [Benchmark® analysis](#), 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. NCM is proud to be 100% employee owned. For more information about NCM Associates, visit [www.ncm20.com](http://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](http://www.ncm20.com)  
[rkeller@ncm20.com](mailto:rkeller@ncm20.com)

###