NCM® Associates Announces New Service Advisor Training Dates and Regional Locales for Sponsored Jeff Cowan's PRO TALK® Workshops

Overland Park, Kan., 4 Aug. 2011: *NCM® Associates, a leading provider of 20 Group, Consulting, Training and Benchmark® analytics to retail automotive dealers, announced the expansion of its sponsorship of Jeff Cowan's PRO TALK Service Advisor Sales Training workshops for automotive service advisors and service directors. Three classes have been added to the training schedule, extending the availability of the highly-esteemed training program to NCM® clients and adding regional training sites. The additional workshops will be conducted throughout October and November in Philadelphia, Dallas and Indianapolis. Two workshops are already scheduled in September and December at NCM training headquarters in Overland Park, a suburb of the Kansas City metropolitan area.*

NCM Associates and Jeff Cowan's PRO TALK, Inc. are expanding their alliance, which is designed to help NCM® auto dealer clients 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 training division. Jeff Cowan is the leading training service provider and expert in service advisor sales training to the automotive industry. The PRO TALK sales training workshops are formally sponsored by the NCM Institute.

Garry House, Director of the NCM Institute said, "By expanding our alliance with Jeff Cowan's PRO TALK to include additional sessions in regional locations, we hope to help more of our clients capture revenue on the Service drive and enjoy higher service retention rates." He continued by recognizing the high marks attendees to the February and May workshops are giving the training program. "The students who've already attended the workshops in Overland Park have been highly complementary of the program; in fact, we are finding a number of enrollees are registering on the recommendation of their supervisors and peers who attended the earlier sessions," he said.

The PRO TALK Workshops deliver a comprehensive sales training system taught by one of the industry's preeminent service advisor sales training experts, Jeff Cowan. According to Jeff Cowan's PRO TALK, the program represents the culmination of more than 25 years of time-tested service department sales techniques and skills, which Cowan has turned into a proven service advisor sales training system that delivers immediate results. Upcoming workshop dates include:

September 14-15 – Overland Park, KS
October 12-13 – Philadelphia, PA
October 19-20 – Dallas, TX
November 16-17 – Indianapolis, IN
December 7-8 – Overland Park, KS

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. For more information about NCM Associates, visit www.ncm20.com or call 800.756.2620.

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