



**HELPING
EACH OTHER
SUCCEED
EVERY DAY**

This is a Sample Proposal

WHY NCM?

What Makes NCM® Unique

WE ARE EMPLOYEE-OWNED

Thinking like customers, acting like owners.

WE ARE CLIENT-DRIVEN

We understand our clients' operations have different challenges and cultures; we don't force them into a pre-designed program or fit them into a group that isn't right for the

WE ARE PERFORMANCE-FOCUSED

Whatever the client is striving to accomplish through our services, we are focused on quantifiable, sustainable performance improvement ... our job is not done unless the client is experiencing performance improvements.

Our Qualifications

NCM Associates has a proven history of improving dealer performance. For this project, NCM will leverage the following to assist your dealership in elevating the performance and profitability of their retail network:

- Nearly 70 years experience in improving automotive dealer performance.
- Retail knowledge and performance management experience gained from numerous on-site consulting engagements and 20 Group moderation with automotive dealers throughout North America.
- Team of 25+ experts with a minimum of 15 years retail automotive experience (often including ownership experience).
- Brand relevance and experience gained from specific 20 Group management.
- Database of North American dealer financial and operational metrics.

Proposal for ABC Motors

A Leadership Development Program

Program Structure

The ABC Motors Leadership Development program currently consists of three modules. As the leader in automotive operational excellence, The NCM Institute is proposing adding its' General Management curriculum as a fourth module, to help leaders understand the activities and processes that help to drive sales and performance in the dealership.

Program Launch

3-Day Private Training Session

We recommend that we begin with a private training session for members of the Executive Management team who have either already completed the program, or who have been designated as not needing the program. This session allows us to get all of the leadership team "bought in" to the concepts and processes suggested through the Institute. This also allows leaders to hold subsequent attendees accountable for the information they will learn.

Track A – General Program Enrollees

3-Day Private Training Session

Identified candidates could attend a 3-day private training session, with material customized to the needs of ABC Motors. These sessions could be held twice a year to accommodate the proposed 3-7 candidates. Session would focus on metrics, such as driving ASG, that are of importance to ABC Motors.

OR

3 ½ Day NCMi Session

Identified candidates could attend courses at the NCM Institute in Kansas City, MO. While in this option the material would not be custom, and would focus exclusively on Variable Ops, students would benefit from the interaction with General Managers from different areas. In addition, this could be a more cost effective option depending on the number of managers.

Program Structure (cont)

Track B – High Achievers

9-Month General Management Executive Program

Those enrollees identified as high achievers could apply to our General Management Executive Program. This premiere program develops the critical knowledge, skills, and abilities to analyze and manage departmental and dealership operations for maximum profitability. Each 3 ½ day session focuses on a different area of the dealership, allowing for a comprehensive overview in retail automotive management.

By creating this second track for high achievers, ABC Motors demonstrates a differential and substantial investment in professional development for those who have committed their talent to the group. This strengthens retention for high achievers, by acknowledging their exceptional performance. In addition, it gives those designated for Track A an additional milestone to reach within the program.

Curriculum

The NCM Center for Retail Automotive Excellence consists of 25+ experts in the industry, all of whom have been successful operators, partners, or owners. Based on this collective expertise, as well as access to over 3,000 clients, the Institute is able to produce custom and relevant content for any group.

Based on the areas of interest discussed via telephone, private sessions would focus 95% on Variable Operations and Financial Management. Only a small minority of time (approx. 5%) would be spent on the Fixed Operations Departments. A sample agenda is attached in the **Appendix**.

There is also a General Management course focused solely on Variable Operations, which already exists at the Institute. This is one of the options indicated in Track A of the program structure. This agenda is also found in the **Appendix**.

Lastly, you will find the brochure for our General Management Executive Program, mentioned in Track B of the Program Structure, in the **Appendix**.

All courses incorporate your specific financial performance through the use of Comparative Statistics and Profit Trend Analysis reports, complete with franchise specific benchmarks.

Other Services (optional)

Administration

The NCM Institute could help to create a cohesive brand and structure throughout all modules in the total Leadership Development Plan. NCM Institute's administrative staff is well-versed in all aspects of conducting trainings of this frequency and magnitude, as their daily jobs include coordination of all training logistics and support. In addition, NCM has its own print production and fulfillment department, which could coordinate and produce all education materials in-house, as well as a dedicated Marketing team and Lead Designer. Having the program administered through an expert outside training company and creating cohesiveness between modules could lead to better tracking, lower expenses, and a higher return on investment for ABC Motors.

Performance Management & Support

NCM believes that the best training cannot succeed without performance management and support. All of our instructors are strong advocates of consistent follow-up with students to ensure their success. We currently have several performance management/support mechanisms available such as participant evaluations addressed to the dealers, 120-day follow-up after completion of the class, digital surveys, post-class trend reporting, etc. NCM strongly suggests some or all of these same initiatives be adopted by ABC Motors.

All instructors will have availability to reach out to attendees between sessions for assistance with in-dealership application of the training content. The instructors can also serve as "on-call" consultants for students who need additional support.

Credential Potential

NCM® currently issues CPE credits for several of its programs, in compliance with the National Association of State Board of Accountancy. We are pleased to report that we are able to offer these to qualifying attendees who successfully completed this module.

Digital Education Delivery

Through the use of our world-class in-house production studio, we have the capability of creating custom digital material for ABC Motors. This content can be delivered through our exclusive OnDemand system, with built in tracking and monitoring for accountability.