

NCM[®] 20 Groups

Welcome to the Conversation.



The 20 Group peer collaboration process, which we originated over 65 years ago, remains the standard by which all other 20 Group programs are measured. The concept, then and now, is smart and simple. Bring together similar, non-competing businesses to exchange best practices, experiences, ideas and strategies to talk about what's worked and, just as important, what hasn't.

Not all 20 Groups are created equal.

Over the years, the NCM 20 Group concept has been widely imitated across a range of industries. But unlike the imitators, we've never stopped enhancing our process with innovative analytical tools, training programs and business-building resources that help our clients get more value from their 20 Group participation. We led the way in 1947, and we're still out in front with franchised, independent and BHPH 20 Groups for dealers and managers. So if you're not part of an NCM 20 Group, you're not doing everything you can to maximize your profitability and boost your business.

Get away to get focused.

20 Group meetings give you the opportunity to visit with your peers several times per year away from the daily demands of your business. That lets you focus on the tasks at hand, analyzing composites, comparing strategies, fine-tuning processes and looking for new ways to maximize profits.

Put 19 other experts on your board of directors.

Twenty Groups provide a way to get outside-in perspectives from successful peers. Their expertise, insights and experiences can be a valuable part of your operation, just as your input is important to them. So if you're interested in maximizing profits, growing your business and learning from the best, join an NCM 20 Group.

What Differentiates Us

100% employee owned.

NCM clients receive the level of treatment only an owner can provide. When you chose to work with the professionals of NCM, you can be assured that we are 100% invested in your success.

This is what we do.

Our primary business focus is to help our clients improve their business operations and drive more profitability from them. So if you're looking for an outstanding 20 Group program, you will have a dedicated team focused solely on providing you with the best, most innovative 20 Group experience available today.

Your group, your way.

NCM 20 Groups are self-governed. Through a template of by-laws and careful coaching, we create a framework for success where members determine meeting schedules, locations and agendas, while your dedicated Moderator/Assistant team coordinates and facilitates the meetings to promote maximum benefit from participation.

We keep the conversation going.

Meeting room discussions are only the beginning. To keep the great dialogue going outside the meeting room, NCM provides each group with a suite of secure communication tools to keep you connected with your group members, including a secure group web site for accessing documents and online reporting tools, a listserv email discussion group, a Facebook-like social media space called NCM Community, a robust Idea Exchange, and much more.

Ensuring continuity.

We work diligently—in-meeting and outside the meeting—to promote a culture of camaraderie and accountability within our 20 Groups. Critical to their long-term success is to balance the needs of all members in an atmosphere that fosters open and honest peer review and accountability. The mutual trust and respect NCM 20 Group members have for one another is evident in their life-long friendships and multi-generational loyalty!

Manager 20 Groups

By bringing together non-competing managers to exchange best practices, experiences, ideas and strategies and giving them the Benchmark® tools they need to make measureable comparisons, our Manager 20 Group program turns good managers into high-performers in no time.

Get faster process implementation and follow-up.

Getting your managers into an NCM® Manager 20 Group provides the reinforcement and sense of urgency they need to perform at a high level. It also demonstrates that you are serious about building their professional competencies and cultivating a high-performance organization.

Focus on daily operations...not excuses.

NCM has several Manager 20 Groups for your consideration, and because managers face the same issues, all franchises are welcome in any group. The focus is on your daily operations; no manufacturer-related excuses are accepted! NCM offers Manager 20 Groups for the following:

- ★ General Manager
- ★ General Sales
- ★ Service
- ★ CFO
- ★ Internet/BDC
- ★ Parts
- ★ Used Vehicle
- ★ Fixed Ops
- ★ Collision Center
- ★ Information Technology
- ★ Controller

Mega-Dealer and Proprietary Groups

For over 30 years, NCM Associates has been proudly serving multi-franchise owners through our mega-dealer program. Our Mega Dealer Groups are designed to foster the conversations high volume dealers desire. For a multi-store operator, one shared idea could mean an extra million dollars.

"The NCM Mega-Dealer Group has been one of the best utilizations of my time and one of the most profitable investments I have ever made."

Craig Kinsel, Kinsel Motors, Inc.

The NCM Propriety Group format is designed to drive discussions amongst large automotive group general managers through a platform similar to our Dealer 20 Groups. NCM provides a custom Benchmark composite featuring side-by-side comparisons of each of your stores.

Buy Here, Pay Here and Independent Dealer 20 Groups

Peer collaboration and NCM Benchmark composite review isn't just for the franchised dealer. NCM offers 20 Groups for BHPH and Independent Retail Dealers who are looking to find new opportunities and fresh perspectives on addressing their unique challenges. Without the luxury of a manufacturer to turn to when times are tough or when you can't find the way to get from good to great, who better to turn to than your peers?

NCM takes care to structure groups of comparably-sized dealers in terms number of lots owned, the number of units sold per month, and for BHPH dealers, the number and dollar amount of outstanding accounts. Furthermore, group members are situated geographically to gain the benefit of ideas from all parts of the country, to assure open and frank discussions with no danger of losing business secrets to a neighbor.



Find out more about specific NCM 20 Group opportunities for your dealership.
Call **877.803.3631** or visit us online at **www.ncm20Groups.com**.

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