



Resource Guide



Training

At NCM, we teach best practices that improve every aspect of your operation, from profitability and performance to leadership and customer retention. NCM training keeps your business on track and poised for future success.

20 Groups

As the nation's largest 20 Group provider, NCM brings together non-competing business owners to work through challenges and learn best practices that can be applied to their own operations. While there are many 20 Groups out there, only NCM members benefit from custom monthly composites, in-house data management, and access to online products that help you reach your goals faster.

Consulting

Lean on a consultant who's been where you are to find solutions to your toughest challenges. Using their real-world expertise, our coaches analyze your numbers and processes to help you develop an action plan that capitalizes on your business's strengths and addresses its weaknesses.

Tools & Data Reporting

From clarifying job expectations and assessing and developing talent to improving leadership, standardizing operations, and gaining real-time visibility into your business, NCM's suite of practical tools helps strengthen your people, your processes, and your profitability.

Training



Total Management 1

4.5 days

TRAINING
FOUNDATIONAL COURSES

Have more time, make more money.

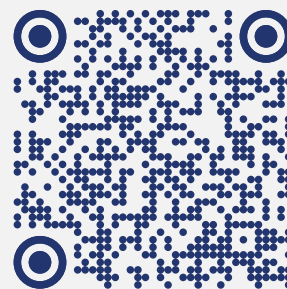
From profit plans and pricing strategies to inventory planning and management techniques, Total Management 1 equips key employees with proven principles and ratios to reach new levels of performance and profitability.

WHO SHOULD ATTEND

- Business owners and general managers
- Controllers and accounting people
- Department managers

KEY TAKEAWAYS

- Make faster, better decisions based on proven principles and ratios for business management.
- Right-size and structure your business for profitability and productivity.
- Attain excellent margins and competitive pricing.
- Build profit plans for your company that connect each department and its employees.
- Improve employee and customer communication based on your own personal style.
- Forecast future performance and cash flow.
- Manage inventory for large—and small—ticket items.
- Understand the key items on your balance sheet.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Parts & Accessories Management

TRAINING
FOUNDATIONAL COURSES

1 days

Transform your P&A department into a fine-tuned profit center.

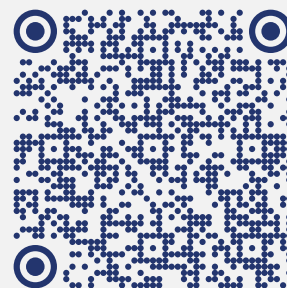
If you're like most businesses, your parts and accessories department is one area that struggles to operate efficiently. Over 10 modules, Parts and Accessories Management teaches key employees how to properly manage inventory, sales, and margins.

WHO SHOULD ATTEND

- Parts and accessories managers
- Business owners and general managers

KEY TAKEAWAYS

- Help employees better understand and support what the department needs to be profitable.
- Discover how personality profiles create productive conversation that improves team cohesion and customer service, and how to hire the right people for this department.
- Explore how expense ratios connect your department's daily decisions to larger financial outcomes.
- Create and manage a rational profit plan that links department operations with financial strategy.
- Determine the right inventory without overstock based on turnover and fill rates.
- Evaluate your department's position on the business plateau and align your staffing accordingly.
- Develop forecasting skills to adjust staffing, inventory, and promotions based on expected business volume.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Service Foundations & Management Financials

TRAINING
FOUNDATIONAL COURSES

3 days

Keep the customers you've worked so hard to get.

Your service department is the key to retaining customers and attracting new ones in any market climate. From department structuring and pay plans to time management and estimation, your service managers will take home the skills to run a successful service department by mastering Collect-able™ Efficiency, labor rates, and expenses.

WHO SHOULD ATTEND

- Service writers and advisors
- Service managers
- General managers
- Business owners

KEY TAKEAWAYS

- Maximize service department profits by mastering and balancing Collect-able™ Efficiency, labor rates, and expenses.
- Grow or streamline your service department with proven organizational structures that clearly define roles and responsibilities.
- Implement a technician pay plan that links compensation directly to department efficiency and profitability.
- Increase profits by learning the difference between productivity and Collect-able™ Efficiency, and how to measure both effectively.
- Optimize technicians' time for deliveries, repairs, and emergencies with a streamlined scheduling system.
- Boost sales, profits, and customer satisfaction through better estimating, accurate quoting, and meeting expectations.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Service Foundations

1.5 days

TRAINING
FOUNDATIONAL COURSES

Reach new levels of success in service.

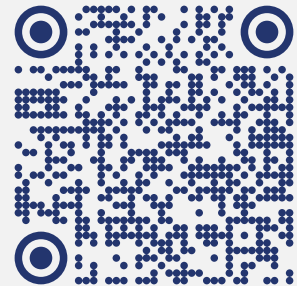
The quality of your service writing is crucial to the success of your entire department. NCM's Service Foundations gives your team the processes, systems, and tools they need to drive profitability and achieve stability.

WHO SHOULD ATTEND

- Service writers and advisors
- Service managers
- General managers
- Business owners

KEY TAKEAWAYS

- Enhance communication between customers and departments using a proven service system.
- Maximize efficiency with a streamlined scheduling system tailored to your business's needs.
- Achieve peak performance with a well-defined set of service writing tasks that result in smarter decision-making.
- Sell more services by asking the right questions and offering the right suggestions.
- Gain foundational knowledge of key customer service principles and interaction strategies.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Built to Perform

2.5 days

TRAINING
FOUNDATIONAL COURSES

Turn key employees into confident leaders.

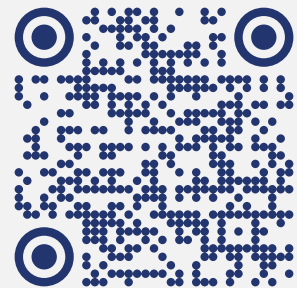
Business growth isn't about opportunity; it's about capacity. Grounded in proven methodology and real-world tools, Built to Perform is a custom-designed, three day class leadership development program that teaches managers to lead with intention, communicate with clarity, and drive results that matter while also elevating performance, accountability, and engagement.

WHO SHOULD ATTEND

- Frontline managers
- Department managers
- Business owners and general managers
- Key employees who manage or lead others

KEY TAKEAWAYS

- Achieve higher retention across departments, more productive coaching conversations, and a stronger leadership pipeline.
- Diagnose challenges with accuracy, choose the right leadership approach, and adapt your style to meet evolving team needs.
- Improve team collaboration using DISC insights and adaptive communication strategies.
- Clarify your priorities as a leader, align roles with strategic goals, and eliminate ambiguity to drive results.
- Apply coaching techniques to shift between directive and supportive styles, strengthen accountability, and generate more productive conversations.
- Foster trust and build a stronger leadership presence through awareness of positive and negative emotional states.
- Steer high-stakes conversations with confidence, deliver feedback effectively, and lead with empathy and impact.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Interviewing & Talent Retention Management 1

1.5 days

TRAINING
FOUNDATIONAL COURSES

Find the people who fit your culture.

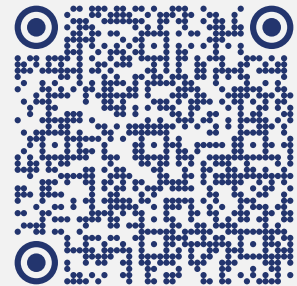
From career sites and job postings to organizational culture and the overall candidate experience, Interviewing & Talent Retention Management 1 equips key employees with an action plan to maximize performance by finding and attracting the right employees to your organization.

WHO SHOULD ATTEND

- Hiring managers
- HR professionals

KEY TAKEAWAYS

- Understand the importance organizational culture plays in talent acquisition, and how to strengthen it.
- Create an engaging career site and tailored candidate profiles.
- Craft compelling job postings.
- Enhance the overall candidate experience and explore innovative strategies for attracting top talent.
- Positively impact retention and business KPIs.
- Evaluate your current performance to identify areas of growth.
- Create an action plan focused on ROI to address weaknesses.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Interviewing & Talent Retention Management 2

2 days

TRAINING
FOUNDATIONAL COURSES

Retain the people who strengthen your culture.

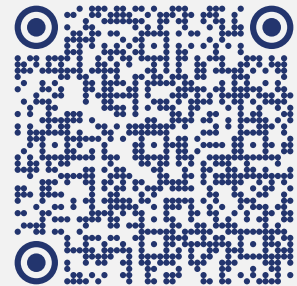
Building on the key takeaways from Interviewing & Talent Retention Management 1, Interviewing & Talent Retention Management 2 dives deeper into effective talent acquisition by helping key employees master the skills to effectively identify, attract, interview, hire, and onboard top industry talent.

WHO SHOULD ATTEND

- Hiring managers
- HR professionals

KEY TAKEAWAYS

- Prepare for and conduct thorough behavioral interviews and learn how to ask key questions that reveal a candidate's true potential and fit for your organization.
- Understand the critical distinctions between what you can and cannot ask during an interview to ensure compliance with legal standards and maintain ethical practices.
- Leverage interview data to select the best candidate.
- Learn techniques for comparing candidates objectively and making informed hiring decisions.
- Develop strategies for making compelling job offers that attract top candidates and align with your organization's compensation philosophy.
- Transition the candidate from a positive online experience to a positive in-person experience that builds value and trust.
- Implement best practices for onboarding new hires to ensure they integrate smoothly into your organization and start contributing effectively from day one.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

On-Site Development

Train effectively and implement efficiently.

If you're like most business, your frontline staff holds the key to higher profit margins. NCM's On-Site Development Programs propel business forward by working alongside your key players to develop and implement solutions to their toughest challenges.

WHO SHOULD ATTEND

- Department managers
- Frontline staff

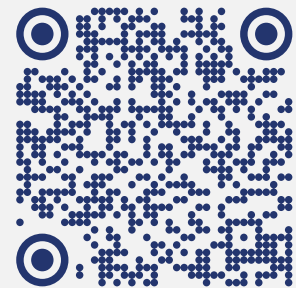
HOW IT WORKS

With guidance from leadership, NCM works on-site with your team to develop sales, management, parts, and service skills. Our process improvement and implementation training is tailored to your team's challenges, and includes:

- Hands-on training from industry experts
- Regular follow-ups
- Performance metric tracking
- Timely meetings with executives and managers to verify results and address areas of underperformance

KEY DELIVERABLES

- **Custom Solution:**
No two businesses are the same, and neither are NCM's custom solutions.
- **Analytical Review:**
Dive into financial data to find areas of opportunity for growth.
- **Process Improvement:**
Create new or enhance existing processes to maximize operational efficiencies.
- **Implementation Training:**
Build a high-performing team with NCM's industry best practices.



SCAN FOR MORE INFORMATION
OR TO CONTACT US
FOR A CUSTOM QUOTE.

Custom Training

Training built around your business

NCM's custom training solutions is designed to align with your goals, your people, and your brand. Training and development are essential to retaining great employees and driving performance—but pulling your team away isn't always practical. NCM's Custom Training Solution brings high-impact training directly to you, eliminating travel while minimizing disruption. We tailor every program to your goals, your people, and your brand—whether for one location or many. Choose from existing courses, and our expert instructors and program management team will deliver customized tailored training to you.

HOW IT WORKS

Combine the NCM services your organization needs to reach new levels of success. Come with goals, and together, we'll design the perfect plan to maximize your performance. NCM's event and program management teams enable you to focus on improving your operations by handling your program accommodations, from travel arrangements and training material to success metrics and next steps.

KEY BENEFITS

- **Tailored to Your Goals:**
Training aligned with your business priorities and KPIs
- **Built for Your People:**
Content adapted to your team's roles, experience levels, and challenges
- **Reflects Your Brand:**
Reinforces your culture, standards, and customer experience
- **Delivered On-Site:**
Train your entire team at once—no travel required
- **Proven Content, Customized Delivery:**
Industry leading training courses, adapted specifically for you



SCAN TO GET A CUSTOM QUOTE
OR VIEW A SAMPLE PLAN.

20 *Groups*

20 Groups

Leverage the power of your peers.

If you don't know where you stand, how can you identify opportunities to improve? NCM 20 Groups bring together non-competing, like-minded peers to share ideas and best practices that strengthen their operations.

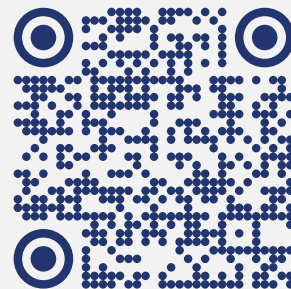
As the nation's largest 20 Group provider, NCM gives you the insights, business intelligence, and benchmarking you need to make better decisions and find opportunities in your toughest challenges.

WHO SHOULD ATTEND

- Identify best practices firsthand by visiting member businesses several times each year.
- Learn how to maintain margins, combat industry consolidation, and identify what's trending through timely discussions.
- Be challenged and held accountable to reach your goals in a committed and confidential environment.
- Achieve greater profitability, employee engagement, and customer satisfaction.
- Predict future financial performance with our proprietary forward forecasting.
- Absorb hard intelligence on industry trends.
- Compare your operation to trends within your group and industry to understand where you rank among them.
- Build relationships with NCM moderators who use knowledge from multiple industries to give cross-industry analysis and provide advice on growth.

ONLY NCM 20 GROUP MEMBERS BENEFIT FROM:

- Custom, monthly composites
- In-house data management
- Access to online products that help you reach your goals faster, including NCM's True* online dashboard to identify your business's red, yellow, and green flags, and implement strategies to improve performance



SCAN FOR MORE INFORMATION
OR TO APPLY FOR AN NCM 20 GROUP.

Consulting & Coaching

ncm[★]
FORMERLY SPADER

Management Link

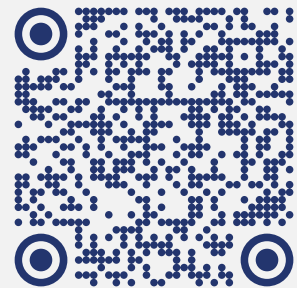
CONSULTING & COACHING
FINANCIAL

Find opportunities in your financial data.

Management Link™ is a monthly financial review and coaching program that helps you better understand what your financial statements are really telling you. You'll learn to create and work from a goal-driven annual profit plan, make better decisions, and get outside support when business progresses or changes.

HOW IT WORKS

1. Send NCM your financial statements for review.
2. We advise you on changes to your Chart of Accounts and/or accounting procedures.
3. Together, we create a detailed annual profit plan with monthly targets.
4. You set up secure monthly financial reporting online.
5. NCM generates a monthly Management Link™ report highlighting key financial metrics, including gross margins, key expense ratios, inventory levels, and Collectable™ Efficiency, with color-coded flags:
 - Red = urgent issues
 - Yellow = areas to watch
 - Green = strengths and opportunities
6. We meet monthly via conference call to review results, measure progress, and plan next steps.
7. Over time, you get multi-year comparisons to track progress.



SCAN TO GET STARTED.

Hiring & Developing Winners[®]

2.5 days

CONSULTING & COACHING
CULTURE & PEOPLE

Consistently hire the right people.

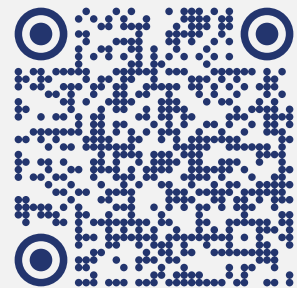
Of all the factors you can control, developing your current employees and hiring the right additions are the most critical. In Hiring and Developing Winners[®], you'll build a clear development plan for both current employees and new hires. By learning to make better decisions, strengthen employee retention, build a high-performing team, and reduce the time and cost it takes to train new hires, you can increase the skills and performance of your existing team, while raising your success rate for new hires.

WHO SHOULD ATTEND

- Department managers
- Business owners and general managers
- Key employees who hire or train others

KEY TAKEAWAYS

- Use best practices to consistently hire the right people by predicting job performance.
- Gain a systematic process for comparing and choosing the best employees.
- Learn how to conduct behavior-based interviews and what questions to ask when hiring for different positions.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

Tools & Data Reporting

Profit Planner Budgeting

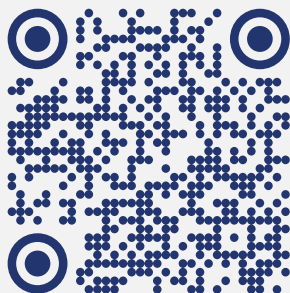
Forecast your future with collaborative online budgeting.

Profit Planner creates budgets that quickly and easily show how minor changes affect your departments and organizations by guiding you through all aspects of your financial plan and breaking it into monthly targets based on your company's seasonality.

PROFIT PLANNER EXPRESS

Build and manage your company-level budget quickly and conveniently.

- Create an unlimited number of online budgets.
- Collaborate with an unlimited number of users at a single location.
- Project sales, margins, expenses, and inventory for up to seven departments.
- Import actual results for easier planning.
- Create monthly projections from your annual plan.



SCAN FOR
DATES, PRICING, AND AVAILABILITY.

PROFIT PLANNER PREMIUM

Create detailed departmental planning and forecasting with software that includes everything Express offers, plus more.

- Import rolling-12 actual data and Seasonal Trends from NCM.
- Allocate expenses across departments.
- Drill down into expenses and sales with more line-item and detail options.
- Get a monthly targeted inventory level that estimates turnover and contributes to your overall sales plan.
- Merge budgets from multiple store locations.
- Benefit from in-depth forecasting and scenario planning.

Configure clear job descriptions based on critical tasks and key results.

Performance problems are often caused by unclear expectations. Instead of listing the tasks and responsibilities associated with a role, NCM's online JobTRACK® System begins with the reason that role exists in the business. By identifying the key results areas someone must deliver to be successful, and the critical tasks required to achieve those results, JobTRACK helps organizations of all sizes improve role clarity, streamline performance management, and boost employee productivity and morale.

HOW YOU BENEFIT

- Leverage NCM's researched library of JobTRACKs, or customize your own using our proven structure of key results areas and critical tasks.
- Add Job Profiling to identify key predictors required for high performance and improve interviews with assessments and questions critical to each role.
- Empower employees with a list of critical tasks designed to accomplish their key results, in an order that gets employees and managers on the same page.
- Prepare for job performance reviews with printable worksheets and store reviews online for future reference.
- Collect both the manager's and the performer's viewpoints on job performance and values alignment.
- Access the powerful Critical Tasks Development Guide, which gives managers and employees a clear, prioritized list of areas that require immediate or longer-term development action.
- Boost accountability by adding action plans with automated reminders and progress checks for both managers and performers.
- Configure your company's core business values to measure and assess each employee's alignment and fit for the business.
- Store your Top Choice coaching tool and other performance and development notes.

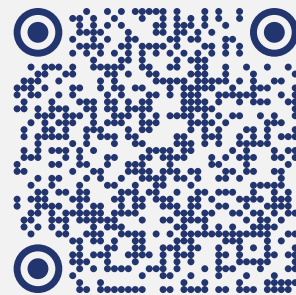


SCAN TO GET STARTED.

Make data-driven decisions that grow your business.

Identify opportunities, optimize strategies, manage risks, and adapt to changing environments with NCM's Industry Trends online reporting. We aggregate data from hundreds of businesses across the United States and Canada based on industry (farm equipment, marine, motorcoach, powersports, RV) and business sales volumes, and update it daily in these key areas:

- Inventory levels for new and used products
- Total sales, department sales, and unit sales
- Gross margins by department, key product, and unit
- Expenses in each key category
- Net profit
- Other analyses as applicable to each industry



SCAN TO GET STARTED
OR VIEW A SAMPLE REPORT.

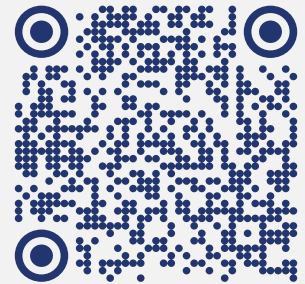
Flat Rates

Improve service efficiency with flat rate data.

Learn from service departments just like yours across the United States and Canada. With thousands of different flat-rated jobs in NCM's powersports, marine, and RV data, your managers will be able to easily estimate labor times, streamline billing, and focus on maximizing performance and profitability in your service department.

AVAILABLE FORMATS

- **Printed Manual**
 - Specify times, add allowances for supplies, and write in total job prices.
- **Online Express**
 - Export for DMS or Excel.
 - Easily search for flat rate data for unlimited users at one location with an annual online subscription.
- **Online Premium**
 - All Online Express features, plus:
 - Specify multiple labor rates, shop supplies allowances, and parts to calculate the total job price on all jobs.
 - Add your own jobs or clone NCM jobs to change times.



SCAN TO GET STARTED
OR VIEW A SAMPLE.

True*[®] Online Reporting

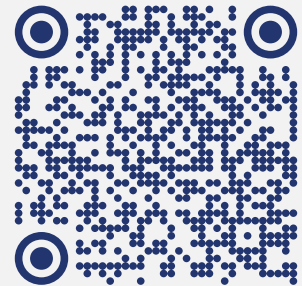
TOOLS & DATA REPORTING

Get a live view of your business performance.

NCM's True* online dashboard is a 24-hour, interactive tool with real-time performance data that shows where your business is, where it's headed, and where it needs to be for optimal health. By identifying your organization's red, yellow, and green flags, True* helps you clarify where to make adjustments and improve strategies throughout the year to ensure success.

HOW YOU BENEFIT

- Clearly interpret your business's financial and non-financial performance with a single dashboard summary of more than 1,590 individual numbers, graphed and color-coded for clarity.
- Easily compare your actual numbers to your budget plan, your current numbers to last year's, and your business to NCM guidelines.
- Look beyond your business to identify industry trends and see how you stack up against competitors.
- Gain strategies that improve your business's performance.
- Get a monthly snapshot of your business's financial health with easy drill-downs to explore red-flag areas in more detail.
- Gain insights from dozens of individual-store reports as well as access to on-demand reports from your 20 Group moderator.
- Add Multi-Location Reporting to receive metrics and ratios in areas like store-specific management and profit planning.
- Help key employees understand and interpret the numbers provided by True*.



SCAN TO GET STARTED
OR VIEW A SAMPLE REPORT.

Potentia[®] P6 Assessments

Better understand yourself and others.

While attracting, developing, and retaining employees is more challenging than ever, research also shows that just 13% of employees view their work as meaningful. Potentia P6 Personal High-Performance Assessments provide businesses with a thorough understanding of current and potential employee behaviors, motivations, values, capabilities, and emotional responses, helping you determine the best way to support them in achieving success and satisfaction in the workplace.

HOW YOU BENEFIT

- **DISC Assessment (Recommended to Start):** Determine someone's work style and what drives the things they do and avoid doing.
- **Values Assessment:** Pinpoint the principles that drive someone's decision-making.
- **Interests Assessment:** Identify someone's passions, disinterests, and stressors, plus the type of role that best aligns with their personal goals and satisfaction.
- **Adaptability Assessment:** Assess someone's willingness and natural ability to handle difficult, unclear, or complex situations.
- **Capabilities Assessment:** Uncover someone's knowledge, skills, and experience needed to fulfill job requirements.
- **Effective Emotions Assessment:** Establish someone's positive and negative behavior patterns in favorable and unfavorable circumstances.

ASSESSMENT TYPES

- **Hiring & Selection:** Using these assessments together with Job Performance Profiles allows organizations to reduce reliance on intuition in hiring, and instead predict alignment, success, and satisfaction.
- **Performance Development:** Insight into what motivates people, how they deal with pressure or challenge, what roles/tasks are energizing vs draining. Helps tailor development plans.
- **Employee Retention:** By understanding values, interests, and emotional drivers, companies can structure roles and opportunities to keep people engaged. Avoid rust-out, burnout, or mismatches.
- **Leadership & Change Readiness:** The adaptability and emotional assessments help identify strengths and growth areas in navigating change, uncertainty, and complexity.



SCAN TO LEARN MORE
OR ORDER ASSESSMENTS.