

TWENTY GROUPS

Training, Consulting, Workshops

World Class Automotive Training



DEALER *20* GROUPS®

When Should You Join A NIADA Twenty Group? **The Answer Is NOW!**



My name is Chuck Bonanno. I am the National Director of Dealer Twenty Groups for NIADA. I have been a Twenty Group Moderator for over sixteen years having personally moderated nearly 400 meetings. I can honestly say that this is the finest training, educational and networking program available to Independent Dealers. I am excited that I have the opportunity to help Independent Dealers succeed. I have witnessed amazing success stories over my time and would like nothing more than to add you and your dealership to that list. These are challenging times for dealers. This program can give you the competitive edge needed to survive and prosper.

There is no better program to get real time advice, industry benchmarks, or direction from your personal Board of Directors. Whether you are new to the business or a seasoned veteran, we have a group that will be perfect for you. Whether you are a Retail Dealer or a BHPH Dealer, we can help. Whether you sell 10 cars per month or 1000, or whether you are just starting out or have years of experience, we have a group for you.

Our moderators are experts in this industry and can guide you through the challenges of operating an independent dealership today and tomorrow. We can help you grow, expand, adapt or just be more efficient and effective doing what you do now. Our benchmarks will allow you to measure your dealership's performance, find your flaws and find solutions. Our moderating team has only one mission: help you achieve your goals.

Although groups meet three times per year, you create a network of fellow group members and a moderator that can help any time. As a group member, we ask that you help your fellow members and give them your best advice, share your experiences and steer them away from costly mistakes. Too many times, small businesses learn from trial and error. That is an expensive way to learn. Your fellow members and moderator can eliminate that expensive process.

If you are interested but not sure you are ready, let me assure you that you are ready. You need to take time to "work on your business rather than in it". These meetings will re-energize you so that when you return you can put into action all that you've learned. Virtually every member candidate I have ever met said they "should have done this long ago" immediately following their first meeting. Most members say that, "joining a group is the single best thing they have done for their business".

Joining a group is simple. Simply request an invitation to an upcoming meeting. Attend and participate in that meeting, then decide if the program or group is right for you. Over 98% of member candidates who attend a meeting join a Twenty Group.

What are you waiting for? The time to join is NOW. Please call today. We look forward to working with you and helping your dealership succeed.

Chuck Bonanno

A handwritten signature in black ink, appearing to read "Chuck Bonanno". The signature is fluid and cursive.

National Director of 20 Group Operations
NIADA

FREQUENTLY ASKED QUESTIONS

WHAT IS A DEALER TWENTY GROUP?

An association of 12 to 20 automotive dealers with similar business models and similar-size operations. Members meet at various locations, decided on by the group, to share best practices, their successes and failures, ideas to improve operations, and most importantly, their financial (composite) data. Each Twenty Group meets three times per year at approximately four-month intervals.

WHY SHOULD I SHARE MY FINANCIAL DATA?

Your financial information will only be shared with the group members and added to our database without indicating your operation by name. As consultants we take the confidentiality of your business operations very seriously. Group members are ALWAYS from non-competitive market areas, so you are never sharing your information with a direct competitor. Your composite data is the key to knowing the state of your business and opens the door to improvement.

WHAT DEALERSHIP MODELS BENEFIT FROM TWENTY GROUPS?

In a word - all. We have groups for every size, type, and business focus. We also have manager groups to provide great training for your top level managers.

WHAT ARE THE MEMBER BENEFITS?

Each group is assigned a moderator that facilitates the meetings, training and interaction among its members. Each member receives a monthly composite of financial data compiled from all members so they may compare their operating results. Benchmarking allows a dealer to measure his or her business against reliable operating information from **NIADA Twenty Group's** proprietary database. Your group becomes a "board of directors" that provides invaluable feedback when you are faced with decision-making. You are also encouraged to log on to the **NIADA's Group Member Forum**, available only to our members where best ideas and best practices are shared daily. From there, the benefits are unlimited.

HOW DO I REQUEST AN INVITATION? WHERE DO I START?

Contact us and talk to one of our Twenty Group Membership coordinators. They work very closely with the moderators and will determine the best fit for your dealership. You may reach them at **(888) 906.8283**. You can also visit our website **www.twentygroups.com**.

CALL 888.906.8283 OR FIND US AT WWW.TWENTYGROUPS.COM



OUR MODERATORS

DEALER **20** GROUPS.®

CHUCK BONANNO

Chuck Bonanno is the National Director of Twenty Groups for the NIADA. Mr. Bonanno is a twenty five year veteran of the independent dealer industry. He is an industry expert, author, speaker, trainer and has moderated nearly 400 Twenty groups over the past sixteen years. He has managed, operated and owned dealerships that specialize in Special Finance, BHPH and LPH. He has spoken at national and State Level trade Shows, has written industry articles for dozens of publications and is now the Editor of BHPH Dealer, a supplement to Used Car Dealer. He has trained thousands through his award winning Boot Camps and done hundreds of private consultations. He has a passion for the industry and desires to help all dealers achieve their goals.

DAVID BROTHERTON

David is a Moderator/Consultant and Trainer with NIADA Dealer 20 Groups. He moderates several Buy Here – Pay Here Dealer 20 Groups as well as providing on-site dealership evaluation, training and consulting services and leads several industry-specific training seminars as well. David regularly contributes to industry publications and speaks at national and regional events supporting the Buy Here – Pay Here industry. After graduating from Purdue University, David began his career as a collector and rapidly expanded that role to include sales and management including 12 years in the J.D. Byrider system. In all, David brings a passion for the business as well as over 20 years of operational and managerial experience in sub-prime consumer finance, sales, collections and Buy Here – Pay Here operations.

MARK DUBOIS

Mark is a Moderator/Consultant and Trainer with NIADA Dealer 20 Groups. He has more than 35 years of experience in the automotive business ranging from sales, dealership management, recruiting and training, e-business, marketing, and Buy Here - Pay Here management. Mark served as Regional Manager for CarBiz Auto Credit's Florida operations, overseeing the day to day business operations. In addition he started and managed three of the BHPH car lots from inception. Mark graduated from Northwood University in Midland, Michigan with a BA in Business, and an Associate Degree in Automotive Marketing. Other designation include, Certified Sales Trainer from Xerox Corporation, Leesburg, VA and Certified Analyst from Walter V. Clark and Associates, Chicago, IL. Mark is a frequent guest speaker, workshop presenter and panel member for BHPH dealer education and training at several national and state independent dealer association conventions. He is also a writer for the BHPH Dealer magazine and several industry publications with articles on business analysis, operations, training, and industry trends.

JUSTIN OSBURN

Justin Osburn is a Moderator/Consultant and Trainer for NIADA Dealer 20 Groups. He has more than a decade of experience on both the Retail and Buy Here–Pay Here sides of the industry, serving in sales, F&I, as General Manager with franchise dealerships and as a Partner/Operator of a BHPH store. A self-described student of the automotive industry, Justin brings his "big passion for training," backed by his education in organizational development and adult learning, to the 20 Group environment. He is an Army Veteran, a Certified Sales Trainer, an Industry Speaker, a Published Author, and a former City Councilman of Butler, Missouri.
