



# Maximizing EBITDA & CRMs

## Dealers answer questions from fellow dealers

Compiled by: Elizabeth Marvel, Office Technology Magazine

Following are two questions submitted by dealer members as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit [www.bta.org/DealersHelpingDealers](http://www.bta.org/DealersHelpingDealers). You will need your username and password to access this member resource.



a little and negotiate better pricing from distribution (not accomplished yet). Make sure you are taking advantage of all rebates, takeouts and OEM programs."

*Nick Lioce, president*

*The Lioce Group, Huntsville, Alabama*

### What are some ways to maximize or increase an already good EBITDA?

"(1) Manage inventory; nothing more than 90 days.

(2) It is critical to buy correctly, maximizing discounts but not violating Rule 1. If inventory is more than 90 days old, it is no longer a good deal.

(3) Keep your staff as lean as possible, even if it hurts.

(4) Regularly review and write down inventory each month."

*Clint Feybusch, president*

*Office Concepts, Pipersville, Pennsylvania*

"Payroll. Keeping the number of employees you need to operate your business at an optimal size. Overstretch and you will see your profits shrink."

*Alec Bean, president*

*Gray & Creech Office Solutions, Greensboro, North Carolina*

"When EBITDA is already good, higher-margin revenue matters more than just more sales."

*Chip Miceli, CEO*

*Pulse Technology, Schaumburg, Illinois*

"Deploy agentic artificial intelligence (AI) for service if you have not already done so. Augmented reality and AI will supercharge your margins and excite your younger employees."

*Jeffrey Foley, COO*

*Apollo Office Systems, Alvin, Texas*

"In-house financing."

*Dan Detrick, vice president*

*CopyLady Inc., Fort Myers, Florida*

"Increase pack [internal markup] a little, pack lease rates

### We have searched long and hard for the right ERM [electronic records management] CRM [customer relationship management] software to use. Can anyone recommend a solution we should research and explain why they recommend it?

"We are still on Sherpa and customized it. We recently looked at HubSpot and it was going to be four times the cost of Sherpa. We are looking at the Sailor Group's AgentDealer, but we don't really have issues with what we have."

*Nick Lioce, president*

*The Lioce Group, Huntsville, Alabama*

"We really like SalesChain as a CRM."

*Dan Detrick, vice president*

*CopyLady Inc., Fort Myers, Florida*

"We have been using HubSpot for several years now. We have it recording calls and using AI to help sales team members get better, as well as tracking all their activity."

*Chip Miceli, CEO*

*Pulse Technology, Schaumburg, Illinois*

"All CRMs are difficult to use and take a lot of time and money to configure. Choosing one and dedicating the time necessary to making it work will trump just about any brand choice. We liked HubSpot because it was more geared toward marketing."

*Alec Bean, president*

*Gray & Creech Office Solutions, Greensboro, North Carolina*

"We continue to build out capabilities and further AI automation for ECI e-automate using partners GIDR.ai and CEO Juice."

*Jeffrey Foley, COO*

*Apollo Office Systems, Alvin, Texas* ■

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