



BTA Announces 2026 ProFinance Workshops

Are you looking to improve the financial performance of your dealership? If so, I recommend attending one of the Business Technology Association's (BTA's) most popular and longest-running educational workshops — ProFinance. We have recently posted dates for the 2026 ProFinance workshops on the BTA website. I encourage you to check them out and register for the workshop that is the most convenient for you.



During the workshop, instructors John Hey and Todd Johnson bring their knowledge from more than 25 years of building and providing guidance to some of the largest and most successful companies in the industry — as well as teaching 25 years of ProFinance workshops.

To share some more detailed information, ProFinance teaches you the industry model — which includes more than 30 key benchmarks — and will help you and your team achieve double-digit operating income. After one-and-a-half days of hands-on training, you will return to the office with practical ideas that can be put into action immediately. From proven sales and service plans, effective management bonus programs and critical organizational strategies, attending ProFinance will give you the competitive edge that is so vital in today's changing marketplace.

While ProFinance may have gotten its start in 2001, it has been updated regularly to reflect changes in our industry ever since. Just recently, John and Todd updated the Benchmark Model, along with their presentation and the training manual. The workshop has been rearranged and specific content has been emphasized based on

feedback from attendees with the goal of maximizing takeaways.

The 2026 ProFinance workshop dates at BTA member dealership locations:

- March 11-12 — RITE Technology, Sarasota, Florida
- June 10-11 — Function4, Sugar Land, Texas (a Houston suburb)
- Oct. 7-8 — Advanced Office, Irvine, California

The workshop has received many positive reviews. The following feedback from recent attendees gives you an idea of what you can look forward to:

■ “Being new to the industry, ProFinance was very helpful for understanding best practices and common issues shared by all dealers. I thoroughly enjoyed diving into the model and getting the why, what and how behind it. This tool will be valuable as a foundation for evaluating our performance. I can't wait to start using it.” — *Lucas Dudley, Systel Business Equipment Co. Inc., Fayetteville, North Carolina*

■ “I think you guys [John and Todd] do a fantastic job of consolidating detailed benchmarking information that is relevant to a fairly specific industry. I'm not aware of anything like it anywhere else.” — *Mark Lewis, Dove Technologies, Florence, South Carolina*

■ “Very impressive work, John and Todd! I feel more connected to our industry than ever! I am energized to take what I learned back and apply it. It was my second time going through the model and it really started to set in.” — *Jason Campbell, All Copy Products, Denver, Colorado*

As Jason mentioned, his second time going through ProFinance was even more helpful. If you are a previous attendee and would like to get the updated model, you can get 50% off the tuition fee. Learn more and register today at www.bta.org/ProFinance. ■

— Brent Hoskins

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FLASHBACK



The association's magazine cover 61 years ago this month — the NOMMA Spokesman, November 1964.