



# BTA, KMBS Discuss National Accounts

**W**hen Business Technology Association (BTA) dealer members report what they view as unfair treatment by an OEM, we take note. With that in mind, in July of this year, BTA sent a quick survey to its Konica Minolta Business Solutions (KMBS) member dealers, in light of the OEM's reassignment of certain national accounts from dealerships to mega dealership Marco, allowing it to expand its service reach, as required by a newly won, significant national account. While it is only a small sample, the survey results reveal the notable frustration of some of the 20 dealers responding to the survey regarding the reassignment of the accounts.



Thirteen of the 20 respondents indicated they had experienced account reassignments since Jan. 1, 2026, with at least nine indicating that the accounts were being moved to Marco. The annual revenues associated with the respondents' account(s) prior to reassignment ranged from \$500 to thousands of dollars. Most of the financial impact was on supply and service revenue. Some respondents expressed frustration with the short notice regarding the reassignments and the manner of communication. Several indicated frustration with the resulting recruitment of at least one of their service techs by Marco.

In July, BTA requested a Teams meeting with KMBS leadership to discuss the survey results and national accounts reassignment project. Due to scheduling conflicts at KMBS, the meeting did not take place until Sept. 22. BTA leadership greatly appreciates the KMBS executives attending the meeting: Sam Errigo, president & CEO; Laura Blackmer, president, channel sales; Michael Mathé, executive

vice president & COO; and Steve Rhorer, vice president, direct and dealer service. I attended the meeting along with BTA President Mike Boyle, President-Elect Mike Hicks and Immediate Past President Debra Dennis.

The KMBS leaders reported that the reassignment project, now completed, affected only about 8,000 devices across the United States, representing between about 75 and 150 business transactions. All the devices were sold directly by Konica Minolta and serviced/supported by dealers. Errigo emphasized that KMBS's ITT (interterritorial) program remains strongly in effect and that the company is focused on growth for small, mid-sized and mega dealerships. Regarding any tech recruitment by Marco, the KMBS leaders shared that Errigo had "substantive conversations with executives" at Marco, making it clear that such poaching will not be tolerated, and that any poaching that did occur was "made right."

KMBS leaders also noted that the "person of record designated by the dealer" at each dealership affected was the individual notified by the OEM of the pending reassignments. They acknowledged that, in some cases, the announcement was either not opened or was not relayed to the dealership owner(s). The KMBS leaders explained that the short notice of the reassignments reflected a desire to minimize any negative effect on the customer experience.

BTA leadership left the meeting with an understanding of the business reasons for the reassignments of the national accounts and appreciates the candid explanations shared by the KMBS leaders.

[In a follow-up email, KMBS reported that it has had 40 dealerships (with no mega dealerships included in the number) add 725 counties to their territories since April 1, 2025.] ■

— Brent Hoskins

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## FLASHBACK



The association's magazine cover 41 years ago this month  
— the NODMA Spokesman, October 1985.