

# **PROs “Elite 100” drives Dealers to new levels of Excellence!!**

**PROs, the recognized industry experts for Copier Printer Dealer Service organization improvement, announced a bold new initiative to drive dealers to a new level of Operations Excellence that will clearly identify that dealer as the premier dealer in its market and as one of the Top 100 in the United States.**

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**Jerry Newberry said that when we announced that Steve Rolla was joining the PROs Executive team**, we said that he would be responsible for developing our new programs in addition to providing our current dealer clients with a Company President’s perspective on improving the performance of their service organizations and their Company as a whole. Steve, Jeff and I began discussing the concept of certifying the Top 100 dealers back in February of this year. Over the next three months, we surveyed dealer presidents, end users and sales organizations on their perceived value of developing this extraordinary initiative. The concept of Certification was so powerfully received by customers and sales organizations, in surveys conducted throughout the United States, that we decided to make the investment and move forward with this industry first offering in July.

Customers told us that any organization that was ranked as one of the top 100 service organizations would definitely have the competitive edge over another organization said Jeff Kelly. A large law firm in the Carolinas told us that an organization Certified as one of the top 100 in the United States would definitely differentiate themselves from their competitors and would be the type of company that they would choose to do business with. Other large organizations, such as Caterpillar, echoed the same positive responses on a national certification and would view this as a major differentiator in a competitive situation. We also tested the concept of Certification in front of dealer sales organizations who felt this distinction would provide them with a major selling point that no other dealer in their market would have. They felt this certification would definitely result in them closing more deals. The excitement generated in those meetings told us that we had no choice but to provide such a tool for those dealers who wanted to make the commitment of time and training to get certified.

I strongly believe every dealer principal in the United States works incessantly at trying to differentiate themselves in the market said Rolla. I know this because I worked every day in my dealerships trying to accomplish the same thing. We all tried different tactics to separate ourselves from our competition. We used guarantees, radio advertising, product shows, sports marketing, technology niches, product etc. to try and make ourselves look different from our competition. When something worked, our competition copied it within the month and the differentiation factor disappeared. To be recognized as one of the Top 100 service organizations in the United States, and be the only one in my market place to have this distinction, would have been a permanent competitive edge for my dealership. What Jerry Newberry and Jeff Kelly built in PROs is the most significant and most respected Service Productivity and Profitability enhancement program ever offered. I was astounded by the “before PROs” and “after PROs” results that their dealer clients achieved. I was also pretty entertained by the attempts some organizations have made to copy what Jerry and Jeff have done.

I challenged Jerry and Jeff to take the vast data they had on what Service excellence looked like and what it took to achieve it; and bring it back to the dealers in a marketable format that separated the wheat from the chaff. What we have put together is the Ultimate Differentiator in any market. I cannot wait to certify the first PROs 100 Elite Organization and train their sales organization how to blow their competition away with it.

“The PROs Elite 100 program will definitely identify, certify, and market the top 100 dealer service organizations in the United States. Over the next 12-18 months, we will identify those dealers whose current results indicate they are capable of achieving the most aggressive customer service, productivity and financial benchmarks we have ever set” said Jerry Newberry, President of PROs.

“The dealers whose service organizations achieve the “PROs Elite 100 Certification will receive specialized training to: Achieve the extraordinary benchmarks, Develop the strongest leadership skill process in service and sales, Develop and enhance level of support for the sales culture, and Implement leading edge customer excellence offerings.

Jeff Kelly, PROs Vice President says that achieving this certification will be a challenge for the dealers but well worth it due to the competitive edge this will provide each of them in their markets. To this end, PROs has added Steve as its newest resource to its team to help dealers achieve this lofty status. Steve’s energy and enthusiasm is overwhelming. His experience as a nationally recognized Service Executive and Company President is woven deeply into the design of our PROs Elite 100 certification. He knows what it takes to run a successful high energy dealership and now he is going to help dealerships achieve the key differentiator in their markets that no one can copy. We expect that no more than 100 of the 3000 dealers in the United States will have the resources to achieve certification.

Dealers who do achieve PROs Elite 100 status will have a distinct advantage in their markets. PROs plans on supporting PROs Elite dealers with a distinctive award for display in their demo facility, marketing collaterals, press releases in national industry publications, and advanced training tools for the dealer’s sales organization to teach them how to sell this ultimate differentiator in their respective markets. This will clearly identify the dealer as the preeminent service dealer in the market as well as define the dealer as having national significance. Any dealer that has this weapon in their arsenal will be a force to be reckoned with in their market.

PROs Elite 100 has taken more time to develop than our Advanced Service Management, Managed Print Services and our Field Assessment Consulting combined. The content of PROs 100 certification is so revolutionary that we have secured the services of a copy right and content attorney to protect the materials to insure the program remains one of kind said Newberry.

We are gratified by the results of dealers in the United States who have utilized our past programs to improve their productivity and profitability continued Kelly. I am certain that the dealers who have participated in our initial programs are enjoying the fruits of the \$8,000,000 in additional profits PROs put on their bottom lines in the first 18 months. PROs Elite 100 certification will surpass those results in no time at all. If the initial reaction we received from our surveys of customers and Sales organizations is any indication, we are going to be very busy over the next 12 to 18 months.

Dealers interested in the PROs Elite 100 certification process should contact BEI Pros at [www.BEIPros.com](http://www.BEIPros.com) or call one of our executive staff for more details on this revolutionary program: