

Introducing the CMC Consultants and Their Capabilities

No one understands manufacturers, dealers and their businesses better. Prides himself on finding creative solutions to client problems. Founded CMC in 1980.



Bob Currie

Newest partner adds executive, global experience in Ag & CE



Michelle Currie

Focus on business and personal development counseling so clients find success in all aspects of business life. Joined CMC in 1987.



George Keen

Focus on operations, implementation and training to Dealer Groups and Service Managers. Joined CMC in 1996.



George Russell

Focus on strategy, dealerization and companies 'Going Global' Joined CMC in 2008.



Felix Van Holsbeeck

Focus on growing European client business using CMC programs and models. Joined CMC in 1998.



Matt Hicks

Focus on Dealer Groups in several different industries, and valuation / turn around analyses. Joined CMC in 1999.



Robin Currie

Her specialty is in Retail. Her focus is on Dealer Groups, analysis and marketing. Joined CMC in 2007.

Contact

Main Office
292 Lincoln Street
Worcester, MA 01605
Phone: 508-752-9229
Fax: 508-72-9226
E-mail: cmc@CurrieManagement.com

European Office
CMC SPRL
Ninooftsesteenweg 255
B-1700 Dilbeek, Belgium
Phone: 011.32.2.454.5194
Fax: 011.32.2.454.5195
E-mail: currie.management@euronet.be

South American Office
Edificio Antônio Alves Ferreira Guedes
Av. Brigadeiro Faria Lima, 3729 - 5th floor
Itaim Bibi - São Paulo - CEP 04538-905 Brail
Phone: 55 11 3443.7317
E-mail: cmcbrazil@curriemanagement.com

E-Mails ...@CurrieManagement.com
Bob Currie RPCurrie...
Michelle Currie MCurrie...
George Keen GKeen...
George Russell GRussell...
Matt Hicks MHicks...
Robin Currie Robin...
Felix Vanholsbeeck currie.management@euronet.be

Publications

List available on CMC website
<http://www.curriemanagement.com/articles.html>

Workbook Series

- Achieving Profit Potential in the New Millennium
- Service Workbook
 - Fleet Management
 - Overview of a Successful Dealership — Sustainable Change in Your Company (Early 2009)
 - Rental Workbook (2010)

Order on CMC site, by fax or, outside US, on Amazon.com or BarnesandNoble.com

Profit Improvement for Farm and Construction Equipment Companies



How Manufacturers and Dealers benefit from our work



Our value is measured by the increasing success of our Ag and CE dealers and manufacturers.

Currie Management Consultants are business people advising business people - we focus always on improving your Return on Investment from our work.

For over 30 years, we have added value to equipment manufacturers and their dealers. In that time, we have developed a toolkit of programs that are practical, comprehensive and focused on implementation.

We are full service consultants with a focus on distribution issues and a specialization in the equipment industry. You can trust that we know your business.

With our growing stable of experienced consultants, we can handle the full range of projects from high-level strategy to implementation of projects requiring long-term behavioral changes.

Our tested programs include Distribution/Dealer Development, Business Performance Review, Financial Modeling, and Sales and Performance Management. Dealers and Manufacturers both use our services of Business Valuation and Continuation, and Leadership and Management Development.

Because we have practical knowledge of 9 different equipment sectors, we can bring good ideas from one sector to another.

Dealers use our **Currie Dealer Financial Models**, adjusted by industry sector, to glean profit making benchmarks and ideas from some of the best performing equipment dealers.

From our experience, we know that a structured program of change is vital for any new program to yield significant ROI results to the dealer and then to the manufacturer.

Therefore we emphasize a continuing process of benchmarking and peer feedback from our industry leading **Dealer Best Practice Groups**.

Selected Brands of Manufacturer and Dealer Clients

Cat & Cat Rental	Hyster	Nissan
Case & Case IH	Yale	Thermo-King
Deere	Atlas Copco	Bandag
New Holland	Generac	Viking Pump
Ingersoll Rand/Bobcat	Toyota	Worthington

Special Expertise

- MULTI-STORE DEALER GROUPS THAT SHOW ROI GROWTH
- INTERNATIONAL EXPERIENCE FOR COMPANIES THAT WANT TO 'GO GLOBAL'
- SUSTAINED IMPLEMENTATION FROM LONG-TERM BEHAVIORAL CHANGES

Inside:

EXPERIENCE	2
PROJECTS	2
ROI EXAMPLES	3
CAPABILITIES	3
WORKSHOPS	3
CONSULTANTS	4
CONTACT	4

The experience we bring to help your company

With more than three decades of experience in your industry, Currie Management Consultants is uniquely qualified to show you how your business can be more successful, more profitable and more valuable.

Our growing staff of consultants provides a breath of experience — our current group of seven consultants has a total of over 100 years in the equipment industry.

We have worked for multi-national farm and construc-

tion manufacturers, three of us as dealerships principals or department managers, two of us as national sales managers. Several of us are multi-lingual and have managed outside our home country. Many hold graduate degrees.

Our interests and skills range from operational business strategy, to business turn-arounds, to writing for equipment industry publications to leadership development. We have specialists in

organizational development, compensation, and personal development, as well as finance.

We conduct seminars on equipment sales, account management and implementation, especially in service, parts, and rental departments.

Our broad and deep experience means that we can analyze your needs with different perspectives, and propose and implement the most effective solutions.



Founder & President
Bob Currie

“Pace and passion drive today’s business changes and tomorrow’s results.”

Examples of Recent Projects

- Valuation analysis for each of four farm equipment dealers with a total of nine stores prior to their recent consolidation. Their profit improvement progress continues in one of the very successful Best Practices Dealer Group.
- Setup a Rental Services Dealer Group for construction equipment using expertise learned from working with Lift Truck dealers, (who pioneered rental). Also asked to facilitate an AED Rental Seminar.

Dealers in the Southeast US for a premium farm and construction equipment brand.

Dealers for a leading global construction equipment brand.

Testimonial

“When our business was in trouble...Bob and his team came in, reviewed our operations and put together a turnaround plan. Bob gave us direction and was the key to getting our creditors to buy into the plan. We have been implementing that plan over the last three years and to date we have reduced our debt by \$3.8 million. Currie Management saved our business!”

US Operations of a leading global lift truck manufacturer

Our Dealer Affiliates



Who Can Use our Services & Why

- Ag & CE Manufacturers**
- Upper & Mid Managers
 - Sales & Marketing Mgrs
 - Dealer Development Mgrs
- Ag & CE Dealers**
- Principals/General Mgrs
 - Service Managers
 - Parts Managers
 - Rental Managers
 - Branch Managers

- Understand the changing landscape in the equipment industry
- Learn the financial benchmarks used by the most successful companies in your industry
- Learn and implement new ideas and best practices
- View your business' potential in a new way

Return on Investment Examples

These are examples from our “Achieving Service Profitability in an Equipment Dealership” Seminar. We calculate the ROI for every project we quote.

If you paid \$899 for this seminar, \$350 for your airfare and \$351 for meals and other incidentals that would be \$1,600. Certainly everyone is concerned about spending money, but what could you learn and bring back to your dealership?

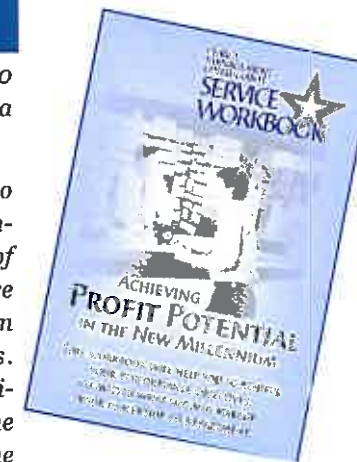
One dealer found how they could recover their service vehicle expenses, and that totaled \$350,000 ~ about 200% return on their investment.

Another dealer with 30 technicians learned better measurements on productivity and added 3% to his productivity.

That was 62 more hours of billing for each technician, or 1,872 hours a year. At \$80

per hour that was \$150,000 in additional billing, or a 94% return

A third dealer learned how to do the analysis of the customers and found that some of the smaller customers were getting more discount than their larger accounts. Changing some of their policies increased the bottom line by more than \$50,000 in one year.



Workbook used in the Service Seminar

Capabilities and Programs

- Market research
- Business valuation for buy / sell / rollop
- Process reengineering
- Personal development coaching
- Sales and service training
- Management & Leadership Development
- Organizational Development
- Dealer 20 Groups—Best Practices
- Meeting Facilitation
- Online Training
- Seminars & Workshops that can be presented from either one of two perspectives:

First: Dealer/distributor perspective. CMC will make the material specific to the dealer/distributor situation.
Second: Manufacturer perspective. Usually used in a dealer/distributor development process. CMC will apply the specific industry/manufacturer issues and benchmarks to the program.

“Tactical implementation coupled with consistent follow-through are keys to business success”

Seminars & Workshops

- Overview of a Successful Dealership
- Sales Account Management
- Sales Dept Management
- Sales Training
- Service Dept Management
- Selling Service
- Tracking and Maximizing Service Productivity
- Fleet Management
- Rental Management
- Selling & Pricing Fleet Management
- Planning Customer Presentations for Fleet Management
- Maintenance of Fleet Management Contracts
- Parts Dept Management
- Parts Inventory Control
- Annual Business Planning
- Understanding the Balance Sheet & Cash Flow Statement
- Building Customer & Employee Satisfaction
- Recruiting, Hiring and Training Quality People
- Performance Scoreboards
- Personnel Management
- Sexual Harassment Workshop

Our Manufacturer Affiliates

