

# BUILDING PROSPERITY

BEST PRACTICES,  
NEW RESOLUTIONS

WHY NOW'S THE TIME TO  
RETHINK YOUR  
MARKETING APPROACH

BE WORTHY OF TRUST



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# BUILDING PROSPERITY

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## BEST PRACTICES, NEW RESOLUTIONS.....04

Here are three priorities independent business systems dealers must tackle before the new year to ensure a profitable, productive (and saner) 2026.

## BE WORTHY OF TRUST.....06

Unless one can have confidence in the reliability of those about one, he himself is at risk. When those he counts upon let him down, his own life can become disordered and even his own survival can be put at risk.

Mutual trust is the firmest building block in human relationships. Without it, the whole structure comes down.

## WHY NOW IS THE TIME TO RETHINK YOUR MARKETING APPROACH.....08

As the end of the year approaches, many business owners are busy setting goals, planning budgets, squeezing in holiday celebrations, and mapping out their strategy for the next twelve months. Well, some do. But before you finalize any marketing plans for the new year, there's one crucial shift that can dramatically improve your results: viewing your marketing from the prospect's point of view rather than your own. That's right - your prospects' point of view.

Happy Holidays



## BEST PRACTICES, NEW RESOLUTIONS

3 PRIORITIES INDEPENDENT BUSINESS SYSTEMS DEALERS MUST TACKLE BEFORE THE NEW YEAR TO ENSURE A PROFITABLE, PRODUCTIVE (AND SANER) 2026

By Joe Kahrs

As another year comes to a close, independent business systems dealers find themselves in a familiar spot: balancing year-end quotas, managing unpredictable customer needs, and wondering how to build a more stable, profitable business in the year ahead.

But 2026 won't reward "business as usual." Shifting customer expectations, tightening margins, the rise of managed services, and the rapid evolution of workflow automation and AI are pushing dealerships to re-evaluate how they operate.

Before January arrives—and along with it another 12 months of working toward a goal—let's look at three areas that will most influence your dealership's profitability, productivity, and sanity in 2026.

**1. Clarify Your Business Strategy: What Will You Stop, Start, and Scale?**

Dealerships often go into a new year with great intentions but vague plans. The strongest dealerships enter with clear, actionable decisions.

Ask yourself: What services (or items) are no longer worth your time?

Are you still offering low-margin leads? Or services that are hard to sell? Are your building costs rising faster than your revenue? Are you losing capacity? Did a lawsuit or a new offering in the past year simply not work?

What growth opportunities deserve real investment?

Maybe it's managed IT, document workflow automation, cloud solutions, or vertical-specific offerings. Pick one or two—not five—and commit.

What existing goals could scale with process improvements or staffing changes? Some dealerships don't need anything new; they need to make what already works run smoother. (KPIs or KPIs already performing double down may best launch a fresh initiative.)

The goal: Start 2026 with a firm, written revenue strategy—not a wish list. When your team knows the priorities, execution becomes easier, faster, and far less chaotic.

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LIVE WEBCAST - DEC 11, 1 PM EST

People don't plan to fail, some fail to plan. To raise your chances for success you need to know how to set realistic operating budgets based on objective data, good communication and firm discipline in order to ensure success.

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## BE WORTHY OF TRUST

Unless one can have confidence in the reliability of those about one, he himself is at risk. When those he counts upon let him down, his own life can become disordered and even his own survival can be put at risk.

Mutual trust is the firmest building block in human relationships. Without it, the whole structure comes down.

Trustworthiness is a highly esteemed commodity. When one has it, one is considered valuable. When one has lost it, one may be considered worthless.

One should get others around one to demonstrate it and earn it. They will become much more valuable to themselves and others thereby.



L. RON HUBBARD

## NOW IS THE TIME TO RETHINK YOUR MARKETING APPROACH

By Tim Vontagla

As the end of the year approaches, many business owners are busy setting goals, planning budgets, squeezing in holiday celebrations, and mapping out their strategy for the next twelve months. Well, some do. But before you finalize any marketing plans for the new year, there's one crucial shift that can dramatically improve your results: viewing your marketing from the prospect's point of view rather than your own. That's right - the end of the year offers a natural moment to pause, assess what's been working (and what hasn't), and redesign your message with what your audience actually cares about.

With fresh goals, aggressive targets and a rapidly changing marketplace, businesses that take this moment to re-evaluate themselves through the eyes of their prospects will enter the new year with a sharper message, more consistent voice, and a significant boost in the effectiveness of prospects to hear your message and act on it.

There's a reason that perspective matters more now than ever—and why making the shift before January isn't yet the time for a breath-taking year.

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# BEST PRACTICES, NEW RESOLUTIONS

## 3 PRIORITIES INDEPENDENT BUSINESS SYSTEMS DEALERS MUST TACKLE BEFORE THE NEW YEAR TO ENSURE A PROFITABLE, PRODUCTIVE (AND SANER) 2026

By Jim Kahrs

As another year races to a close, independent business systems dealers find themselves in a familiar spot: balancing year-end quotas, navigating unpredictable customer needs, and wondering how to build a more stable, scalable business in the year ahead.

But 2026 won't reward "business as usual." Shifting customer expectations, tightening margins, the rise of managed services, and the rapid evolution of workflow automation and AI are pushing dealerships to redefine how they operate.

Before January arrives—and along with it another 12 months of reacting instead of leading—it's worth stepping back and focusing on the three areas that will most influence your dealership's profitability, productivity, and sanity in 2026.

### **1. Clarify Your Revenue Strategy: What Will You Stop, Start, and Scale?**

Dealerships often go into a new year with great intentions but vague plans. The strongest dealerships enter with clear, actionable decisions.

Ask yourself:

What revenue streams are no longer worth your time?

Are you still offering low-margin break/fix services out of habit? Are you holding onto legacy product lines that consume hours but contribute little? Cutting non-strategic revenue frees up capacity. Did you launch a new offering in the past that is simply not working? What growth opportunities deserve real investment?

Maybe it's managed IT, document workflow automation, cloud solutions, or vertical-specific offerings. Pick one or two—not five—and commit.

What existing profit centers could scale with process improvements or staffing changes? Some dealerships don't need something new; they need to make what already works run smoother. If MPS or IT is already performing, doubling down may beat launching a fresh initiative.

The goal: Start 2026 with a firm, written revenue strategy—not a wish list. When your team knows the priorities, execution becomes easier, faster, and far less chaotic.

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# ...NEW RESOLUTIONS

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## **2. Tighten Your Operational Efficiency Before Growth Makes It Hurt**

A dealership can sell its way into trouble if its operations aren't tight. And in 2026, efficiency—not raw volume—will separate the leaders from the strugglers.

Audit your workflows, tools, and data. Are you still juggling multiple platforms? Are your service tickets, CRM entries, proposals, and billing systems integrated—or stitched together with duct tape? Are they being utilized consistently across the board? Every extra mouse click adds cost.

Evaluate your service team's bandwidth and structure. Are the right technicians in the right roles? Are response times trending up or down? How are you tracking production week-to-week? A small investment in technician training or dispatch optimization can save hundreds of service hours. Reducing service costs going forward will be critical to success as organic growth becomes more difficult to come by.

Look for repetitive tasks to automate. From meter reads to supply orders to onboarding new MPS clients, automation is no longer optional.

All tools can handle admin tasks in seconds that take employees hours. Revisit your customer experience processes. Many dealers underestimate how much attrition costs them. Smoother onboarding, clearer service agreements, and proactive check-ins create stickier, more profitable contracts.

Sanity comes from structure. Fix the bottlenecks now so growth doesn't become painful later. For your own sake, get a working Organizing Board in, and if you don't have one, we must talk!

## **3. Build the Right Team for the Year You Want—Not the Year You Just Survived**

Dealerships often carry their current team structure into the next year simply because it "kind of works." But if 2026 is supposed to look different from 2025, your team might need to look different too.

Do you have the right sales talent for your strategic direction? Selling managed IT or workflow automation is not the same as selling hardware. You may need hybrid reps, sales specialists, or technical pre-sales help.

Are you developing your future leaders—or just hoping they emerge? Succession planning is often ignored in dealerships until there's a crisis. Identify your future service manager, sales leader, operations director, or GM before you urgently need one.

Is your compensation aligned with the behaviors you want? If you want growth in recurring revenue, margin protection, or bundled service offerings, your comp plan must reward those outcomes.

What culture do you want going into the new year? Teams mirror leadership energy. Burned-out employees create burned-out customers. A few strategic hires or role realignments can completely transform morale and performance.

## **A More Productive, More Profitable, and Saner 2026 Starts Now**

Independent dealers don't always get the luxury of slowing down, but the weeks before the new year offer a rare window to reset direction.

If you can:

- Define a crisp revenue strategy
- Streamline your operations and systems
- Build (and align) the right team

...then 2026 becomes less about putting out fires and more about executing a plan you believe in.

The new year will come fast. The question is: will your dealership be ready—or just busy?



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# BE WORTHY OF TRUST

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A stylized, handwritten signature of L. Ron Hubbard in black ink.

L. RON HUBBARD

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# NOW IS THE TIME TO RETHINK YOUR MARKETING APPROACH



By Tim Votapka

As the end of the year approaches, many business owners are busy setting goals, planning budgets, squeezing in holiday celebrations, and mapping out their strategy for the next twelve months. Well, some do. But before you finalize any marketing plans for the new year, there's one crucial shift that can dramatically improve your results: viewing your marketing from the prospect's point of view rather than your own. That's right.

The end of the year offers a natural moment to pause, assess what's been working (and what hasn't), and realign your message with what your audience actually cares about.

With fresh goals, aggressive targets and a rapidly changing marketplace, businesses that take this moment to reposition themselves through the eyes of their prospects will enter the new year with a sharper message, more resonant value, and a significant boost in the willingness of prospects to hear your message and put you on their landscape, even though you've been there all along.

Here's why that perspective matters more now than ever—and why making this shift before January can set the tone for a breakthrough year.

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# ...MARKETING APPROACH

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## **Prospects Care About Their Problems - Not Yours**

Business owners naturally love their products or services. They know the craftsmanship, the behind-the-scenes work, the features, and the technical details. But prospects don't buy features; they buy solutions to their own frustrations, desires, and goals. When marketing focuses on what the business owner values ("Look at our new equipment!" or "We've been in business 20 years!"), it misses the real question prospects are asking:

"What can this do for me?"

Prospect-focused marketing translates features into benefits:

- "Fast response times" becomes "You get help exactly when you need it."
- "Advanced technology" becomes "Your workflow is smoother and easier."
- "Years of experience" becomes "You can feel confident the job is done right."

This shift turns generic advertising into persuasive communication.

## **Clarity Beats Cleverness: People Respond to Messages They Immediately Understand**

Business owners often assume their audience "gets it"—that customers understand industry terms, service descriptions, or why something matters. But prospects rarely have the same context or expertise. If your messaging requires them to interpret or decode what you mean, you lose them.



A prospect-centered view forces businesses to communicate with:

- Clear language
- Simple explanations
- Straightforward value propositions

When prospects instantly grasp what you offer and how it helps them, conversion rates rise. When they have to think too hard, they click away, scroll past, or choose a competitor who communicates more clearly.

## **Emotionally First—and Logically Second**

Business owners often focus on logical selling points: efficiency, ROI, specifications, or processes. While these are important, they are not what drive the initial buying impulse. Prospects act based on emotion—fear of missing out, frustration with a current situation, desire for improvement, excitement about possibilities—and then justify the decision with logic.

Viewing marketing through the prospect's emotional lens helps businesses speak to:

- The relief prospects want
- The transformation they hope for
- The outcomes they imagine
- The struggles they want to escape

By aligning your message with emotional drivers, you increase engagement dramatically and make it easier for prospects to take the next step.

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