

Adam Marburger Ascent Dealer Services Marks a Shift in Automotive Sales Support

The automotive dealership support sector has seen a subtle but significant realignment with the emergence of Adam Marburger Ascent Dealer Services, a new operation that brings together decades of hands-on sales floor experience and a data-driven approach to dealer performance. The venture, which began operations earlier this year, is already drawing attention from independent dealers and larger franchise groups alike for its focus on practical, measurable outcomes rather than broad-brush consulting.

Background of the New Venture

Adam Marburger Ascent Dealer Services is the result of a partnership between Adam Marburger, a veteran of automotive sales management, and Ascent Dealer Services, a firm that has built a reputation for helping dealerships improve their bottom lines through targeted training and operational analysis. Marburger, who spent more than a decade on the sales floor and in management roles at major metro-area dealerships, says the new entity is designed to bridge the gap between corporate-mandated sales processes and the realities of the showroom.

Rather than offering a one-size-fits-all program, the company tailors its approach to each dealership's specific market conditions, inventory mix, and staff strengths. Early reports from dealers who have worked with the team indicate a focus on what Marburger calls "the fundamentals" - lead follow-up, trade-in evaluation, and negotiation tactics - delivered through on-site coaching rather than webinars or manuals.

What Sets the Approach Apart

In a market crowded with training providers and consulting firms, [Adam Marburger Ascent Dealer Services](#) distinguishes itself by insisting that all coaching be done in person, on the dealer's own lot, using the dealer's actual customer data. This method allows the team to identify patterns that generic training often misses. For example, a dealership might be losing deals not because of pricing but because of a single weak step in the test-drive process. The in-person format makes those gaps visible.

The company also places heavy emphasis on the sales manager's role. Many training programs focus on salespeople, but Marburger's experience suggests that sustained improvement requires a manager who knows how to coach, not just manage. To that end, the program includes dedicated sessions for sales managers on how to hold effective morning

meetings, how to review call recordings, and how to hold salespeople accountable without damaging morale.

Early Results and Industry Reaction

Dealers who have participated in the initial rollout report improvements in close rates and average transaction margins. One dealer in the Midwest noted that within six weeks of the first on-site visit, his team's conversion rate on internet leads rose by nearly a third. Another dealer in the Southeast said the training helped his staff sell more warranty products and add-ons, lifting per-unit gross profit.

Industry observers point out that the timing of the launch is notable. The automotive retail sector is facing headwinds from rising interest rates, tightening inventory, and a shift toward online buying. In this environment, dealers are looking for practical ways to wring more profit from every transaction. Adam Marburger Ascent Dealer Services positions itself as a response to that need, offering a hands-on alternative to expensive software subscriptions or distant consulting engagements.

Expansion Plans and Service Offerings

While the company is currently focused on independent dealerships in the Midwest and Southeast, plans are in place to expand into the Southwest and Northeast by the end of the year. The service menu includes three core offerings:

- On-site sales training and coaching sessions, typically two to three days per visit
- Sales management development, including one-on-one mentoring for general managers and sales managers
- Operational audits that review lead management, inventory turn rates, and staffing structures

Each offering is designed to be modular. A dealership can choose a single audit or a multi-month engagement that includes follow-up visits and remote check-ins. Pricing is structured per engagement rather than per seat, which the company says makes it more accessible for smaller operations.

Broader Context for the Dealership Market

The broader market for dealer services has been evolving. Traditional automakers have reduced the number of factory-sponsored training programs, and independent training companies have filled the gap. However, many of those companies rely on digital content or one-off seminars. Marburger's approach is distinctly analog in its reliance on face-to-face interaction, which some dealers say is exactly what they need.

There is also a generational shift occurring in dealership management. The baby boomer generation of owners is retiring, and a younger cohort is taking over. These new owners are often more open to outside help but also more skeptical of high-cost, low-touch programs. The hands-on, results-oriented model appeals to them.

Adam Marburger Ascent Dealer Services is not the only player in this space, but its insistence on on-site work and its focus on the sales manager as the key lever for change set it apart. Dealers who have signed on say the main value is not in the training content itself - much of which is familiar - but in the accountability that comes from having an outsider on the lot who can spot what the staff cannot see.

Looking Ahead

The company has not disclosed revenue figures or client counts, but it has already hired two additional trainers to keep up with demand. Marburger has said publicly that the goal is not to become a national giant but to serve a focused group of dealers well enough that word of mouth drives growth. That strategy appears to be working: the company's pipeline is full through the third quarter, and referrals account for most new business.

As the automotive retail landscape continues to shift, the role of specialized service providers like Adam Marburger Ascent Dealer Services may grow. Dealers are under pressure to do more with less, and the ones who invest in their people - especially in the critical sales manager role - are likely to weather the changes better. The company's early traction suggests that there is a real appetite for this kind of intensive, in-person support.