



Corky Brabbs

J. Courtland “Corky” Brabbs wears many hats. His company, Ideas Plus Marketing Group, publishes the monthly information/training magazine Consultant for service and parts consultants as well as Leadership, a fixed operations manager newsletter, both for General Motors dealerships. IPMG also produces a variety of other GM focused customer retention programs including PitStops, Sales2Service, Customer Retention Seminars and E-zines. He was an instructor on GM’s Interactive Distant Learning network from its inception, conducts service management and consultant workshops, has dealership fixed operations consulting experience and continues writing automotive retail service articles. Credits include conducting workshops at NADA conventions, speaking at GM service clubs across the country and as a spokesperson for a variety of automotive training initiatives. Most importantly, he has the automotive retail background to support his message.

Corky comes from an automotive family. His father retired as Service Director of a GM dealership in Florida. Both grandfathers retired from General Motors, one as Service Director of Buick’s former factory retail outlets in Flint, Michigan, the other from Chevrolet. A brother is currently Service Director for a GM dealership in Florida.

Following college graduation and three years with ABC radio news his automotive career started in 1972 as a service consultant. Through the years he has served as Service Manager and Service Director at both small and large GM dealerships.

When asked about his professional life Corky will tell you he is, first and foremost, a customer service consultant, regardless of whatever it is he is doing at the time. He has repeatedly demonstrated his ability to teach, communicate and motivate with a passion for the fixed operations end of the dealership business. He continues to share his insights and experiences to the betterment of others to this day.