



## **An Interview with John Higgins, VP Consulting at DFS Solutions**

By Toby Gelinias

In our continuing series profiling our team members, I sit down with John Higgins, VP Consulting at DFS. Along with Jack Riley, John heads our consulting services division. John has tremendous experience working with dealerships to help them grow, plan for the future, and avoid common pitfalls. I wanted to get to know him better and get his perspective on his career and insight into the industry. Here's that interview:

### **What was the greatest success in your career, and how did it change you?**

Being part of a great team that built a network of seventy-two equipment dealerships across three countries. Being the lead executive in developing an exceptional leadership development program that was a defining move in establishing a very respectful, positive, and high-performance culture.

This experience really cemented the core beliefs I acquired over the years that developing great people will build you a great business. This drives my desire to help other leadership teams to develop exceptional leadership and performance success stories in their organization.

**In helping other businesses, what core principles do you apply regardless of who you're working with?**

Take the time to really understand the client's business, challenges and opportunities. Be truthful and honest in sharing observations based on my experience. Always ensure that the business partner is getting strong value from the engagement. Where possible be a strong positive influence and mentor for the employees and executives that we connect with in all organizations.

**If you could share one essential tip with a business owner, what would it be?**

Develop great people in your organization.

**How do you think equipment dealerships will change in the future?**

I think the dealerships of the future are going to need to figure out how to win and be profitable in an electric vehicle market. This change is coming to the Truck, Agricultural and Construction Equipment markets. I believe the future revenue model will see a growth in specialized services to support rapid change in the customers markets. There are big changes ahead.

**What do you love about your work?**

Helping business owners and leadership teams realize their goals, develop and execute on their strategy and seeing the success that it brings both business and personal.

**When you're not working, how do you like to spend your time?**

I am a hobby photographer and enjoy spending time outdoors shooting landscapes. I also enjoy a good round of golf.

**What advice would you give to young entrepreneurs that are starting out?**

Find a good mentor, read a lot, there is no shortcut to experience and be prepared to take risks.

To get in touch with John, email him at [jhiggins@dfs-solutions.com](mailto:jhiggins@dfs-solutions.com), or visit [www.dfs-solutions.com/services-consulting](http://www.dfs-solutions.com/services-consulting) to learn more.

