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Collision Repair Shop Owners Face Critical Choice: Build or Bunker? Mr. Mission Possible Expert Steve Howard Offers Shops Determined to Grow Help at Peer Benchmarking Review Group in Fort Worth, TX on May 7, 2009

April 11, 2009 – Fort Worth, TX – Everybody knows that even the toughest recessions have their share of winners – enterprises that make the right moves and come out stronger by either lengthening their lead over or replacing the former top dogs.

As a result of current economic conditions, many collision repair shops are competing in local markets where only a few players will dominate as other collision shops retreat or disappear. “The winners will act to pick up new customers and greater market share, while the losers will “bunker” with their current client lists,” says [Mr. Mission Possible](#) Ron Sturgeon, a small business consultant and entrepreneur. “The winners will identify true cost savings in the down market, while the losers will simply ‘slash and burn’.”

“There’s a right way and a wrong way to [attract new body shop customers](#) and to cut costs in a downturn,” cautions [Steve Howard](#), the former owner of a successful Fort Worth, TX collision repair business and facilitator of the group. “Do it wrong, and you’ll pay more for new customers than they’re worth, and you’ll sacrifice essentials instead of realizing savings. Do it right, and you’ll boost customer value and market share while trimming operating costs.”

The numbers confirm the principle. Studies of previous recessions show that the “winners” not only will do better during the downturn, they’ll still be doing better years after the recovery!

So how does a shop owner learn the industry-specific practices that divide the winners from losers? Howard uses a proven technique known as [peer benchmarking review](#).

“It’s simple, but tremendously powerful,” Howard explains. “Bring together non-competing players from distinct markets in one industry to learn which practices are significantly overperforming the average, right now on the ground, in every aspect of the enterprise, from operations to marketing and everything in between. And ensure that only these players have access to the information.”

[Ron Sturgeon](#) and Steve Howard are now introducing this [proven “difference maker”](#) to the collision repair industry, and are seeking collision show owners who want to dominate their market. Anyone can apply, but openings will be closed in a market once it is represented. Participants receive a “500% Guarantee” – if participations do not garner ideas to earn five times the cost of attendance, registration is refunded in full.

Put those two features together, and it’s a sure bet that \$750.00 seats at this table will go very fast indeed. To reserve your “500% Guaranteed” seat at the May 7, 2009 event in Fort Worth, TX, contact Event Coordinator Josh Davis at 1-866-945-3955.

Mr. Mission Possible (<http://www.mrmissionpossible.com>) is the online home of business consultant Ron Sturgeon. With more than 30 years of successful business building, Ron is a frequently requested [keynote speaker](#) and sought after small business consultant, mentor and leader of strategic business planning groups. The firm is headquartered at 5940 Eden in Fort Worth. Reach Ron at 817.834.3625 ext.8# or by e-mail at rons@mrmissionpossible.com.

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