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**Sharing Key to Small Business Growth
Mr. Mission Possible Hosts Peer Benchmarking Review
Groups for Auto Recyclers, Car Dealers, Collision Repair Shops,
Insurance Agents and Other Small Business Owners**

March 31, 2009 - Dallas, TX – Most small business owners face more competition in 2009 than they did in 2008. “Right now small business owners should be looking for ways to tap the knowledge of owners of similar businesses in non-competitive markets,” said Mr. Mission Possible Ron Sturgeon.

The author of *How To Salvage More Millions from Your Small Business* and a successful business builder and consultant in the auto salvage industry, Sturgeon attributes his success to participating in a auto salvage peer benchmarking review group. Twice a year, the group refined strategic plans and shared ways to improve key operating metrics.

“In 1989, I began using peer mentoring,” said Sturgeon. Participants shared metrics at each meeting. “Most of us had average numbers, but usually someone had a number that blew the rest of us away,” noted Sturgeon. The over-achiever shared the secret.

Collaborating with non-competitors helped participants lead their industry. Ford purchased Ron’s business in 1999 and those of several other group members. In the decade the group existed, no one dropped out. Sturgeon believes such groups will work for entrepreneurs in any industry.

“I made a lot of money using the ideas from that peer benchmarking review group,” said Sturgeon. “Over the next few months, I will be setting up groups for auto recyclers, buy here pay here car dealerships, collision repair shops, Allstate and State Farm insurance agents,” said Sturgeon. Groups will also be started for real estate agents, web design and development companies, restaurants, electrical contractors, women’s apparel and accessory shop owners, and construction companies. “We will be hosting other industry specific groups in cities across the country by request,” said Sturgeon.

“Joining a peer benchmarking group makes the fight with local competitors a twelve-on-one fight,” said Sturgeon. “The insights that you’ll get have been tried in your industry and they work,” noted Sturgeon. The cost will be minimal. Only one company per market can participate after signing a confidentiality agreement.. The groups will be led by experienced industry experts.

Entrepreneurs interested in gaining a competitive advantage can e-mail josh@mrmissionpossible.com or call Josh Davis at 866-945-3955. To see upcoming peer benchmarking groups, visit MrMissionPossible.com.

Mr. Mission Possible (<http://www.MrMissionPossible.com>) is the web home of small business consultant Ron Sturgeon. Ron is a keynote speaker, mentor and leader of strategic peer benchmarking review groups. His consultancy is located at 5940 Eden in Fort Worth, Texas. Reach Ron at 817.834.3625 ext.8# or by e-mail at rons@MrMissionPossible.com.

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