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Contact: WorldGroup Advisory
Cheryl Georg
303.478.9734
6156 South Macon Court, Englewood CO 80111
Cheryl@worldgroupadvisory.com

**For Clothing Retailers, Peer Benchmarking Key to Ringing Cash
Register in a Second-Hand Economy
Metrics and Marketing Expert Ron Sturgeon Facilitates Peer Group
for Clothing Retailers in Fort Worth, TX on September 8, 2009**

May 15, 2009 – Fort Worth, TX – Clothing is an essential. But when a recession deals out a thrift store economy, clothing and accessory retailers risk being left out in the cold.

“It’s almost a perfect storm,” notes Mr. Mission Possible Ron Sturgeon. “I say ‘almost’ because the downmarket actually presents opportunities for enterprises that understand how to take advantage of cost savings and the potential for attracting new business at a lower per-customer cost. Those are the ones who will dominate the market in coming years.”

For many who don’t, there may be no coming years. Studies of past recessions reveal that those businesses which act to gain ground during the slump, rather than hunkering down with their core client list, not only outperform the competition during the lean times but continue to do so years after the recovery.

“Recessions reset markets,” explains Sturgeon, entrepreneur and small business consultant and author of *How to Salvage More Millions from Your Small Business*. “The field of players is never the same on the other side.” So how can a retailer ensure that they’re using the proven strategies that lead to market dominance? The dream scenario would be to cherry-pick winning techniques from market leaders.

What most retailers don’t know is that one method, peer benchmarking review, does exactly that. By bringing together clothing retailers from non-competing markets under the direction of an industry veteran, and with strict confidentiality agreements, peer benchmarking review groups provide savvy store owners with the ultimate inside track to successful strategies.

“Everybody learns, everybody gains,” notes Sturgeon. “The owners who choose to get involved in peer benchmarking are the ones already succeeding but aiming for market dominance. That’s been proven in industry after industry.” So how profitable is peer benchmarking review? Consider that all participants enjoy a remarkable “500% Guarantee” -- if participants do not hear ideas capable of earning them at least five times the cost of attendance, the \$750.00 registration fee is refunded in full.

To ensure non-competition, applications must be immediately closed in a market once it is represented. To reserve your guaranteed seat at the table, clothing retailer peer benchmarking group 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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