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**Peer Benchmarking New Tool for  
Building Market Share for Contractors  
Metrics and Marketing Expert Ron Sturgeon to Lead Peer Benchmarking  
Group for Building Contractors on June 9, 2009 in Fort Worth, TX**

**April 28, 2009 – Fort Worth, TX** – As hard hit as the construction and contracting sector has been in the past 18 months, one thing's certain – it's not going to disappear. And if past recessions are any indication, those who survive to see the expansion will be poised for growth, provided they avoid two common, and often fatal, errors – making easy expense cuts rather than smart ones, and failing to land new accounts cost-effectively.

"It's always important to make sound business decisions, but right now it's critical," advises serial entrepreneur and author of *Salvaging More Millions from Your Small Business*. "And by far the best way to make those right choices, and actually gain market share in the downturn, is to use proven best-practices that are making money right now, the ones your competition hope you don't learn." To translate that ideal into reality, Sturgeon uses a method called peer benchmarking review, which allows enterprises in non-competing markets to learn and share profitable practices confidentially.

"There is no other way for contractors to get access to techniques successfully being used by other similar contracting firms and to ensure that you're the only one in your market with the proven edge," says Ron Sturgeon, entrepreneur and small business consultant with Mr. Mission Possible. "And let's face it, doing more of the same isn't likely to produce dramatically better results."

The firms that come to peer benchmarking meetings are those most motivated to excel, so the insights come from market leaders. Mr. Mission Possible offers group participants a "500% Guarantee" – if participants do not hear ideas which can earn them at least five times the cost of attendance, the \$750.00 registration fee is refunded in full.

"Traditional methods – books, conferences, seminars – by definition cannot give you an edge, because they're accessible to everyone," adds Sturgeon. "With peer benchmarking review, we don't spend time on unproven theories. It's 100% what's making actual profits, as well as learning from others' mistakes so you don't have to make them."

Combine proven strategies, an impeccable track record, and guaranteed results, and you can bet that seats at this table will go fast, especially when you consider that applications are closed once a market is represented. To reserve your spot, call contractor benchmarking group 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](mailto:rons@mrmissionpossible.com).

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