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Some Restaurants Poised to Eat the Competition's Lunch Mr. Mission Possible Ron Sturgeon Facilitates Peer Benchmarking Review Group in Fort Worth, TX on May 30, 2009 for Growth Minded Restaurateurs

April 21, 2009 – Fort Worth, TX – Everyone in the restaurant business knows that times are tough. And what everyone wants to know is how to cut costs intelligently and how to increase the number of people coming in the front door. But in every market, as some players make the wrong decisions – cutting essentials rather than capturing real savings, or choking profits by being too passive on market share – a few savvy restaurant owners will be making the right moves to lower expenses and grow their restaurants.

What if you could collect the winning strategies being used right now by the most successful owners of restaurants -- while ensuring that no one else in your market had them? That's precisely what Mr. Mission Possible's [peer benchmarking review groups](#) accomplish for the restaurant owners who participate in them.

"It's as simple as it is powerful," explains Mr. Mission Possible Ron Sturgeon, a veteran entrepreneur and author of [Salvaging More Millions from Your Small Business](#). "We share what works, with a group limited to one restaurant owner per market, under the direction of an industry expert. You actually get the specifics. The kinks have already been worked out, plus you get the cautionary tales, you learn from others' mistakes."

"Confidentiality and market exclusivity create a barrier," said Sturgeon, who has helped the owners of a [unique upscale bistro in Watauga, Texas](#), Chef Point Cafe, double business in the last 12 months. All restaurant peer benchmarking group participants must sign a confidentiality agreement.

"Since we started working with Ron one-on-one to improve the marketing of our restaurant in April 2008, our business has more than doubled. Drawing upon a deep understanding of key metrics and results-oriented marketing, Ron knows what it takes to make a restaurant or other small business grow," said [Chef Point Cafe](#) co owner and business manager Paula Nwaeze. Chef Point was recently featured on the Food Network's [Diners, Drive-Ins and Dives](#) program as a result of implementing the marketing program Ron furnished.

How well does it work? Consider that all participants in the restaurant owner benchmarking session receive a "500% Guarantee". If participants don't hear ideas capable of earning them at least five times the cost of attendance, the \$750.00 full day session's registration fee is refunded in full.

"You'll hear the specific tactics and strategies that are helping some restaurant owners thrive in this market directly from the owners with the best measurable results for each key restaurant metric," says Sturgeon.

Of course, to make the free flow of the best growth ideas possible, applications are closed in any market as soon as it is represented. To reserve your seat at this very exclusive table, Call 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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