

COURAGE • ADAPTABILITY • TEAMWORK

A DIVISION OF
RLO TRAINING

BOTTOM LINE

IMPACT GROUPS®



...the best decision I've ever made, business-wise."

— Joe Severt, owner of I-70 Auto Service Inc.





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WHAT IS A BOTTOM-LINE IMPACT GROUP?

A Bottom-Line Impact Group is your personal advisory board composed of up to 17 other smart and successful shop owners who meet regularly to help each other improve the performance of their business and the quality of their personal lives. Bottom-Line Impact Groups carefully crafts the chemistry of each Group so there are no competitors, strong similarities, yet a broad range of complimentary expertise among the members.

Bottom-Line Impact Groups (BLIG) is designed specifically for business owners who are passionate about getting better and achieving dramatically better results in four areas:

1. The performance of their business
2. Their leadership and management skills
3. Balance and the quality of their personal lives
4. Their personal and corporate relationship to the community

The entrance requirements for BLIG are:

- You are your company's chief decision maker
- Annual sales are at least \$600K
- You have a service advisor in place

Each Group meets for 2 ½ consecutive days, three times a year. Members eat their meals together during each session. This informal interaction doubles the value. Each session is facilitated by an

industry expert. The Facilitator's job is to orchestrate the meetings and engage each member throughout the meeting. At the most teachable moments, the Facilitator provides just-in-time learning, often bringing in their expert perspective on management and relevant knowledge from other industries, as well as resources from within the automotive aftermarket.

This program may be for you if you are:

- Seriously interested in improving the performance of your business and the quality of your life.
- Open to learning and unlearning.
- Willing to be challenged.
- Willing to be held accountable.

BLIG operates on the premise that the best help a CEO can get is from a peer group of other CEOs in the same industry and are deeply committed to helping each other drive growth and profitability.

With no competitors in the room, BLIG creates a climate of exceptional honesty and openness. Members report that the direct, straightforward communication they routinely get from BLIG is not available to them anywhere else in their work or personal lives.



[Bottom-Line Impact Groups] helped me turn my business around to the best revenue numbers I've ever had.

– Craig D., Indianapolis, IN



Imagine a small group of your peers – smart leaders in the after market auto shop industry – committed to meeting with you several times a year to help you improve your business, profession, and your life – all in an honest and confidential climate. Scary? At times. Valuable? Absolutely!

A community of smart, tough, and supportive friends who understand your industry and the challenges of being the leader. The Bottom-Line Impact Groups process is built on a foundation of collegial dialogue to foster deep, often transformational learning. This interaction builds on the human instinct for collaboration and community.

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BLIG Members outperform their industry by thirty percent.

A Bottom-Line Impact Groups meeting is like having your own board of advisors made up of your peers – fellow shop owners in your industry. BLIG Members are the best and the brightest people who want better results from their business. Most shop owners realize that getting better requires real learning as well as unlearning.



“You don’t know what you don’t know? Well, you’ll find out what you don’t know!”

—Greg B., Mankato, MN

BLIG BY THE NUMBERS

Each BLIG shares their numbers every month. Performance is relentlessly pursued and enhanced by sharing best practices. Consider these results from 2012:

- BLIG Members *net* 17% BOC
- Average sales for BLIG are 34% *above* industry average
- Average Repair Order of BLIG Members is \$86 *more* than industry average

What the numbers reveal is that many of the 150-plus shops who belong to a Bottom-Line Impact Group consistently out-perform their competition. The top performing BLIG Members are 2 to 3 times more profitable than the average competitor.

We are talking about consistent year-over-year performance, not just a one-time peak. Each of the shops that belong in BLIG has serious competition. So BLIG uses resources inside and outside our industry to help each member's business formulate and implement a strong competitive strategy.



I never envisioned ever growing to \$1,000,000-plus in sales.

—Nathan W., Wilmot, NH



“I’ve been in business for 18 years, and our business had reached a plateau. We never really crossed that million dollar mark. I was looking for that next step in the business, so we decided to join the Bottom-Line Impact Groups. I’ve been with the Group now for 5 years, and...it has been a great benefit to have the tools available...to help increase sales.”

—Dan W., Phoenix, AZ

CORE VALUES

Each Bottom-Line Impact Group is built on confidentiality, trust, and honesty. These values are reinforced and strengthened by the Facilitator and other members. “Nice” talk is avoided to enable deep sharing of critical information and experience.

Each Group creates a safe, high trust community where difficult topics are constructively addressed.

BLIG emphasizes action and implementation.



“Groups provide accountability and the resources and training to bring my business to a highly successful level.”
—Will S., Coeur d’Alene, ID

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Over the many years I’ve been in business, Bottom-Line Impact Groups has given me the structure that I’ve needed, step-by-step procedures, A before B, 1-2-3... I follow the path and am achieving a lot of my goals.

—Paul R., Overland Park, KS

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RATIONALE FOR BLIG

Growth and Profitability. BLIG Members consistently outperform their competitors in both growth and profitability by a wide margin. For example, in the automotive industry, the top 25% of BLIG shops are twice as profitable as industry averages.

Be Challenged. Most of us think we are doing the best we can, but the ugly truth is that over time complacency sets in, and we may adjust our goals down to meet performance. When you expose your business to a smart group of other owners in your field, they will challenge you to grow and improve in a way your employees, consultants, or spouse never could or would.

Be Questioned. Your ideas, plans, and decisions are strengthened and improved when they are questioned by other caring, smart thinkers in a climate of respect and trust wrapped around a cloak of complete confidentiality.

Be Held Accountable. Most of us are pretty good at coming up with new ideas and improvements for our business. Our failure is often disciplined follow-through. BLIG Members hold each other accountable in a way no one else can.

Be Recognized. You make a stunning accomplishment and your staff says, “Oh, that’s nice.” Only other busi-

ness owners can truly appreciate your successes and failures. Who else cares if you successfully negotiated a critical lease? It is energizing and deeply rewarding to share your successes and have them appreciated by your peers.

Be Listened To. Many times a business owner simply needs to be listened to as he or she works through a situation or problem by thinking aloud.

Be Motivated. Work can be hard. A key staff member leaves, another complains, and then a valued employee jumps to a competitor. To cap it off, life on the home front is not quite right and your aging parents require more and more of your attention. In this situation, any leader can lose energy and sometimes even hope. Having a Bottom-Line Impact Group means you have a group that commiserates with you, supports you, and boosts you up when you are down.

Grow As a Leader and Person. Heart-felt discussions between members, seeing how others run their businesses differently, comparing numbers to see how you stack up, and listening to out-of-the-box ideas from other industries all contribute to your growth as a business leader and person.



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I've been a Bottom-Line Impact Group member for over ten years, and the reason I joined and the reason I continue to be a part of the Group process is because... I've gotten tools to learn how to run my business, how to market my business, and manage staff. All of my years since I've been a part of the process, I've had continual growth in sales and profits. For me, it's a no-brainer.

—Pete B., Tacoma, WA

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*It's up to you to make
the next move!*





BottomLineImpactGroups.com

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