

# Vision Group



*The collision repair industry is evolving rapidly. Independent collision centers are faced with new challenges every day: cars to the door, cycle time improvement, hiring and retaining qualified technicians, profitability impact. Has your business successfully answered these challenges? Do you need help? The A-Plus Network's Vision Groups are here to help formulate solutions to the changes you face in this changing industry.*

Sherwin-Williams Automotive Finishes began its Vision Group Program in 2000 and currently has two independent groups, one Managers group and one dealership group. The groups consist of single-shop owners/managers as well as multiple-shop owners/managers. Sherwin uses an outside company, Square One Systems, Inc., to administer and moderate its Vision Group Program. Square One Systems has been recognized as the premier "20-Group" provider in the industry and has been in business since 1988.

Elainna Sachire, President of Square One Systems, Inc. believes this success is based on two very important pieces. First, Square One is able to improve the financial performance of its customers businesses. After all, everything a collision repair owner/manager does must be proven in the bottom line. Secondly, Square One keeps an eye on the direction of the ball and not on the ball itself. SOS agendas provide the latest industry trends, topics, and strategies. Looking at our business through our customers' eyes and exceeding their expectations is critical to our success, and more importantly, our customers' success.

A typical A-Plus Vision Group meets quarterly, for two days during the week and the meetings are tailored to fit the schedules of the busy Collision Center environment in a city that is chosen based on that particular meetings agenda. The A-Plus Vision Group was engineered and formatted by Collision Center Owners, Managers and Top Industry Consultants.

The meetings are structured to spend time in three key areas: Operations, Sales & Marketing, and Financial Performance. Relative to the financial performance portion of the meetings, shops comparing numbers with each other in a structured and consistent forum has a history of improved financial performance going back to shortly after World War II when General Motors first conducted 20 groups.

Square One provides a group composite, which is a web-based tool that utilizes the latest technologies and contains more data and ratios than any other product currently being used in the industry. This tool was originally developed in 1985 and has gone through significant enhancements and updates since its inception. The groups spend much more time than just reviewing sales, gross profit, expenses, and net profit. For example, the groups actually dial in and look at key performance indicators (KPIs) to include ratios per employee and ratios per gross profit dollars produced. "This really helps collision shops to look at their businesses from a true overall performance to be sure they are maximizing all they can relative to their financial capabilities", said Sachire. "In a time where we have to do a better job managing gross profit and expenses, we can't afford to make any mistakes that are 'buried in our numbers' that typical shop owners make," added Sachire.

## MISSION STATEMENT

The mission of the A-Plus™ Vision Groups is to facilitate the business success of all members through teamwork, adaptability, and innovation. Commitment to the group by each individual business owner is an integral part of membership. Through this commitment, this group will prevail as leaders in the collision repair industry into the twenty-first century.

## What our A-Plus Vision Group members are saying:

“ We recently joined a Vision Group and are very excited about all of the additional resources available to our business. ”

“ The Vision Group teaches you how to run your business, instead of letting your business run you. ”

“ My goal is to be the best I can be and surround myself with the best people. Our involvement in the Vision Group is something that has helped us do that and become more profitable. ”



**SHERWIN-WILLIAMS**  
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# 2012 A-Plus

## Calendar of Events

### Vision Group Criteria

- Member shop must have and maintain a reputation of honesty and integrity with regard to customers, vendors, and all outside business relationships.
- Member shop must submit monthly year-to-date financial numbers to Square One Systems.
- Member shop must have a willingness to share ideas and be open within their group.
- Member shop must be willing to share and discuss business financial numbers within their group.
- Member shop must have the desire to be the "best".
- Member shop must commit 2 days to each meeting, 4 meetings per year.

## A-Plus Vision Group (AVG)

### AVG – 1

DATE	CITY & STATE
February 24–25	Phoenix, AZ
May 11–12	Chicago, IL
August 10–11	Cleveland, OH
December 5–8	Location TBD

### AVG – 2

DATE	CITY & STATE
March 9–10	Los Angeles, CA
June 15–16	Eldorado, AK
September 14–15	Philadelphia, PA
December 5–8	Location TBD

### AVG – Dealership

DATE	CITY & STATE
March 7–8	Charlotte, NC
June 6–7	Location TBD
September 12–13	Wilmington, DE
December 5–8	Location TBD

### AVG – Canada

DATE	CITY & STATE
April 11–12	Lethbridge, Alberta
September 19–20	Boston, MA
December 5–8	Location TBD

# 2012

January	February	March
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2 3
8 9 10 11 12 13 14	5 6 7 8 9 10 11	4 5 6 7 8 9 10
15 16 17 18 19 20 21	12 13 14 15 16 17 18	11 12 13 14 15 16 17
22 23 24 25 26 27 28	19 20 21 22 23 24 25	18 19 20 21 22 23 24
29 30 31	26 27 28 29	25 26 27 28 29 30 31
April	May	June
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4 5	1 2 3
8 9 10 11 12 13 14	6 7 8 9 10 11 12	3 4 5 6 7 8 9
15 16 17 18 19 20 21	13 14 15 16 17 18 19	10 11 12 13 14 15 16
22 23 24 25 26 27 28	20 21 22 23 24 25 26	17 18 19 20 21 22 23
29 30	27 28 29 30 31	24 25 26 27 28 29 30
July	August	September
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1
8 9 10 11 12 13 14	5 6 7 8 9 10 11	2 3 4 5 6 7 8
15 16 17 18 19 20 21	12 13 14 15 16 17 18	9 10 11 12 13 14 15
22 23 24 25 26 27 28	19 20 21 22 23 24 25	16 17 18 19 20 21 22
29 30 31	26 27 28 29 30 31	23 24 25 26 27 28 29
October	November	December
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6	1 2 3	1
7 8 9 10 11 12 13	4 5 6 7 8 9 10	2 3 4 5 6 7 8
14 15 16 17 18 19 20	11 12 13 14 15 16 17	9 10 11 12 13 14 15
21 22 23 24 25 26 27	18 19 20 21 22 23 24	16 17 18 19 20 21 22
28 29 30 31	25 26 27 28 29 30	23 24 25 26 27 28 29
		30 31

To improve your financial performance, learn new ideas, have your own "Board of Directors" to help solve problems/issues, discuss important relationships with the insurers, learn about different operating models, sales strategies, and much more, contact the Sherwin-Williams Manager of Business Services, Troy Neuerburg. He can help you decide if joining a Vision Group is right for your business. Sherwin-Williams sponsors the Vision Groups, which helps to make them extremely affordable for A-Plus Network members. Contact Troy at 216-332-8580 today and begin improving your business!