

Strength in Numbers:

High-Performance Groups Make It Happen!

A little advice can go a long way, especially in a good group. Owners and managers of successful body shops share similar experiences and valuable knowledge when they come together in BASF VisionPLUS® Performance Groups. Independents, dealers and multi-shop operators collaborate with the best in the industry to stimulate growth and gain a competitive edge.

With advice from featured industry experts, group projects and internal meeting sessions, members develop solutions and strategies for sustainable growth. "Expert facilitators and moderators cultivate a learning atmosphere where members are encouraged to share," says Tom Hoerner, VisionPLUS Program Manager. "The group allows them to achieve growth and success at a better rate because they're doing it together rather than on their own." On average, BASF Performance Group members achieve double-digit growth year after year,

despite being in a flat or declining market. Cary Robarge, owner of Robarge Collision in Spanish Fork, Utah, acknowledges that he wouldn't be where he is today without the guidance and support of his group.

"It broadened my horizons on what I can do!" (See profile on page 5)

Members of BASF Performance Groups attain a deeper, more accurate understanding of emerging trends and forecasts within the collision repair industry. "The group helps me develop new contacts and set goals. These are two very important things I need to stay on top of," says Jim Siegfried of Crystal Lake Automotive in Minnesota. Many members credit their groups for exposing them to better practices that improve performance.

"The industry changes so fast, and BASF Performance Groups help me stay competitive," says Ryan Cropper of Able Body Shop in Anchorage, Alaska, "So I can see the big picture and focus on what matters most."

When it comes to BASF Performance Groups, members are learning that an outside perspective can be the best investment they can make in their own business. They say great minds think alike. Well, if they combine their forces and start thinking together, the results can be outstanding!

The industry's top performers have VisionPLUS Performance Group membership on their resumé's. Do you have what it takes to join them?

Contact your BASF representative to learn more.

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