



## Peer Group Solutions

Peer group participation provides a unique opportunity to strengthen each member dealership and the collective power of the group while enabling all members to better serve their clients.

It's no coincidence that participants in peer groups led by Solomon Coyle are more efficient, more effective, and more profitable. We have worked with four industry peer groups and more than 100 dealers representing many major manufacturers, and provided direct assistance to a number of office furniture manufacturers.

This broad base of experience base gives Solomon Coyle a true industry-wide perspective and a deep understanding of dealer best practices. Because our core team also has years of association and peer group management experience, Solomon Coyle clients enjoy the best of both worlds: professional group management and services plus the availability of knowledgeable industry consultants as daily resources.

Having worked with a variety of peer groups, we know there is no "one size fits all" approach that applies to all groups. Instead, the Solomon Coyle team works closely with each peer group's leaders to:

**Analyze** and understand the group's unique mission, culture, needs and goals.

**Develop** a custom solution—from one-time, project-specific services to full-service peer group management—that best serves the group.

**Apply** our industry knowledge and experience to improving the performance and profitability of all participants.

**Evolve** the strategy and services provided to reflect the group's changing needs and objectives.

Our fundamental goal for every client peer group is to help each member grow and build sustained competitiveness.