

SOLOMON COYLE PEER GROUPS

Learning from others who share your passion for improvement.

The Solomon Coyle peer group is a uniquely effective learning environment in which people who are serious about improving performance and profitability can share their great ideas and success stories for the benefit of everyone in the group. The Solomon Coyle team brings value to the experience by applying our industry knowledge and our expertise as teachers, consultants, facilitators and association management professionals.

What's In It For You?

Solomon Coyle peer group membership is a special opportunity to enjoy:

- ▶ A strong, supportive network of non-competing dealerships
- ▶ Regular exposure to best practices and new ideas
- ▶ A true understanding of your operation and its costs
- ▶ Professional analysis of your financial and operational performance
- ▶ An effective leadership team
- ▶ New business opportunities
- ▶ Expanded business vision
- ▶ Candid, dealer-driven dialog on the issues that matter most
- ▶ Instant access to best-in-class benchmarking data, industry research and performance targets
- ▶ Personalized help from your peers and the Solomon Coyle team
- ▶ An improved bottom line
- ▶ A more valuable business

93% of participating dealers said that peer group membership helped increase bottom-line performance in the past 2 years.

“*Anybody that doesn't belong to a Solomon Coyle peer group is missing a huge opportunity to improve performance and profitability.*”
STEVE SCHMALTZ, VICE PRESIDENT OF FINANCE, FLUID INTERIORS

Participation in a Solomon Coyle peer group is the most cost-effective method of dealer education and professional development available.

Learning about new ways to do business, performance benchmarks and opportunities for efficiency are all ways a member can benefit. By taking just one great idea from a meeting and implementing it, a member can save thousands of dollars.

Solomon Coyle's information resources and expert advice are always available. A code of mutual confidentiality protects proprietary interests and facilitates sharing among members.

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WHAT YOU GET WHEN YOU JOIN A SOLOMON COYLE PEER GROUP

Access to Premium Information

Annual Operational Performance and Financial Benchmark Report

Compare your operations to other members and the industry overall.

Compensation and Practices Survey Report

Comprehensive and up-to-date compensation, benefits, practices and expense information for the aligned dealer.

Quarterly Market Outlook

Measures sales activity by providing a direct comparison between sales, bookings and key industry sectors so you can identify vertical market opportunity gaps.

Quarterly State of the Industry

In-depth economic and industry performance reporting to help you understand the competitive environment.

Dealer of the Future Research

Insightful help for planning in an uncertain environment.

Timely Advice & Resources

Member Alerts and Quick Polls

Ask questions, offer tips and receive business advice via email. We compile and distribute information and archive it at your peer group's online portal.

Peer Group Portal

An online home for documents, meeting notes,

presentations, reports, sample forms, a calendar and online directory.

Design Department Training

We run monthly webinars to boost the skills of dealer design staff through expert training from Solomon Coyle.

Great Ideas

Bring one great idea to share at each meeting and leave with dozens!

Group E-Newsletter

Keeps everyone up to date on what's happening within the group.

HR Tools

Access to scientific HR assessment tools and services from Assessment Technologies Group (ATG).

Solomon Coyle Resources

Our team is just a phone call or email away and ready to provide business advice, review financials, discuss strategy and more.

A Strong, Supportive Network

Two Annual Meetings

Practical advice and idea exchanges with an emphasis on strong peer relationships.

Monthly Web Meetings for Principals

Regularly scheduled discussions of timely issues.

Forums for Key Staff

Quarterly web meetings, online discussions, special projects and best practice sharing for key functional areas of your business: Operations, Design, Finance, Sales, Marketing, HR.

We are currently accepting applications for Allsteel, Haworth, Herman Miller and Steelcase dealer peer groups and a peer group for independent installation companies.

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What is a Solomon Coyle peer group?

A Solomon Coyle dealer peer group is an alliance of select aligned office furniture dealers with the same primary manufacturer affiliation and a high commitment to achieving operational excellence. Each peer group is composed of dealer principals from non-competing markets who are willing to share information, learn from one another and challenge each other to higher performance.

Why should I join a Solomon Coyle peer group?

To become more profitable! Members share new ideas, strategies and successes that help them individually and collectively grow their businesses.

How is learning promoted?

Members meet twice a year to share best practices, successes, lessons learned and ideas for improving operations. Between meetings, the exchanges continue through webinars, benchmarking surveys, participation in special projects, and principal-to-principal dialogue.

Principals are expected to extend the benefits of peer group membership by involving their management team. Solomon Coyle facilitates regularly scheduled online forums dedicated to issues and best practices in Sales, Marketing, Design, Finance, Human Resource Management and Operations Management.

To reinforce and facilitate this knowledge culture, Solomon Coyle provides every peer group with a private portal where the members can access the group's reference materials and shared documents, exchange ideas and information, stay abreast of upcoming events, and participate in research being conducted within the group.

What is Solomon Coyle's role?

Solomon Coyle knows the industry inside and out. That's why we've become the leading provider of research, consulting and education services for the dealer distribution channel.

We understand what it takes to successfully manage and grow a peer group by virtue of extensive resident experience in managing trade and professional associations as well as operating the Solomon Coyle peer groups.

We apply our industry knowledge, facilitation expertise and association management best practices to create tailored peer group programs that offer positive learning experiences while improving the members' performance and profitability.

What about confidentiality?

Member compatibility is a prime consideration for all concerned. It's our first consideration in talking with a prospective new member of a peer group. We begin addressing the compatibility concern by ensuring that

the prospective member is not competing in the geographic markets of another member.

We have never experienced a problem with trust in our peer groups. Mutual trust and confidentiality are assumed in every conversation and every exchange of information. Each member is required to sign a confidentiality and non-disclosure agreement, which basically holds that, except for anonymous survey data that is aggregated as part of our annual industry-wide benchmarking research, all information you share stays within your specific group and is not shared with other groups or other Solomon Coyle clients.

**LEARN
SHARE
NETWORK
EMPOWER
BENCHMARK**