

ROUNDTABLE DISCUSSION

Profitable 20 Group

Why owners hire a board of directors made of their peers.



Mike Porter, Founder • TDR Way LLC • tdrwayllc.com

1

Why this room. Why now.

Most tow company owners run their business in isolation. You're not going to find the answer in another YouTube video.

<p>30+</p> <p>Years Mike Porter has spent inside the towing industry</p>	<p>150</p> <p>Questions your peers will ask during a site visit</p>	<p>2×</p> <p>In-person meetings a year — plus monthly accountability calls</p>
---	--	---

Profitable 20 Group • TDR Way LLC 2 / 13

2

The 20 Group Philosophy

Four ideas the entire group is built on.

<p>Numbers don't lie</p> <p>Percentages level the field. A 4-truck shop and a 40-truck shop compare apples to apples.</p>	<p>Peers, not consultants</p> <p>The best advice on running a tow company comes from someone who's already done it.</p>
<p>Trust over hierarchy</p> <p>What's said in the room stays in the room. Owners are vulnerable because it's safe.</p>	<p>Accountability is monthly</p> <p>We don't just meet 2+ a year. Every month a follow-up call keeps the important on top of the urgent.</p>

Profitable 20 Group • TDR Way LLC 3 / 13

3

Who leads the room

Your facilitators aren't theorists. They've each owned the problem you're sitting on.

<p>Mike Porter</p> <p>Lead facilitator • 30+ years in towing</p> <p>Published author and business coach. Runs every session and built the curriculum.</p>	<p>Marci & Bill Gratzianna</p> <p>Industry Hall of Fame</p> <p>Marketing and driver management – unparalleled real-world depth in the trade.</p>
--	---

Professional 20 Group • TDR W&A LLC 4/7/18

4

How a year in the group runs

Two in-person meetings. Twelve accountability calls. Zero coasting.

Meeting 1
Numbers + Site Visit

1
Numbers for two days. Site visit on the floor 8+ hours. ~150 questions across 10 disciplines.

Meeting 2
Numbers + Site Visit

2
Another host. Another teardown. Each member walks away with a written report – good, bad, and ugly.

Every Month
Accountability

3
Follow-up call: did you do the important thing you said you would?

Professional 20 Group • TDR W&A LLC 5/7/18

5

The Site Visit Template

Ten disciplines. Roughly 150 questions. 8 hours minimum. You walk away with a written report.

Finance	Dispatch	Drivers	Marketing	Software
Trucks	Ownership	Training	Benefits	Web Presence

Professional 20 Group • TDR W&A LLC 6/7/18

6

What you walk away with

After every site visit, the host receives a written report. The good, the bad, and the ugly — in writing.

Apex Towing • Sample

Finance	Strong
Dispatch	Needs work
Drivers	Solid
Marketing	Opportunity
Training	Gap

What's inside the binder

- ✓ An honest assessment of every department
- ✓ Specific questions asked of your employees
- ✓ Action items, ranked by impact
- ✓ Benchmarks against other group members
- ✓ A second look — because outsiders see what owners stop seeing

ProfitWorship 20 Group • TDR Wre LLC 7/18

7

“ A board of directors made of your peers — owners you trust, telling you the truth. ”

That's what every member walks away with. Not a class. Not a webinar. A standing relationship with other owners who can call your shots straight.

— Mike Porter, Founder

ProfitWorship 20 Group • TDR Wre LLC 8/18

8

Is the 20 Group for you?

YES — A FIT

- ✓ You own a tow company and the buck stops with you
- ✓ You're willing to share your numbers with peers
- ✓ You can host a site visit at least once
- ✓ You'll commit to the monthly accountability call
- ✓ You're done guessing alone

NOT YET

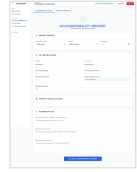
- You're a brand-new operator still finding your model
- You don't have books worth comparing yet
- You can't make 2 in-person meetings a year
- You're not open to outsiders inside your shop
- You want a class, not a relationship

ProfitWorship 20 Group • TDR Wre LLC 8/18

9

The Accountability Form

Every member fills this out every month. It's how the monthly call gets teeth.



The whole month on one page
Revenue. Tow volume. Cash. Three monthly goals. Wins. Where you're stuck. Filled out before each call so the group has something concrete to push on.

Benchmarked against your peers
Your numbers feed the group's real-time benchmark. You see how revenue per tow, cash position, and growth stack up against other shops your size.

Profitable 20 Group • TOR Way LLC 10 / 13

10

What the form asks each month

Five sections. Twenty minutes. Submit before the call.

<p>01 Key Metrics (KPIs) Last month revenue, prior-year same month, tow volume, avg revenue per tow, cash in bank.</p>	<p>02 Monthly Goals (3) Three goals with a target, status (on-track / at-risk / off track), and progress.</p>	<p>03 Business Pulse High-level status update: hiring, challenges, what's changed this month.</p>
<p>04 Questions for the Group Specific challenges you want the group's feedback on during the call.</p>	<p>05 Wins / Highlights What went well. Big wins worth sharing with the group.</p>	

Profitable 20 Group • TOR Way LLC 11 / 13

11

Now let's hear from the people in the room.





Current members are going to share what membership has actually changed in their business. Then — your questions.

503-572-6438 | torwayfc.com/profitable20group | mporter@torway.com

TOR Way LLC • Profitable 20 Group

12

Questions for our members
Real answers from owners who've been in the room.

 <p>The first site visit What changed in your business after the first visit your peers did at your shop?</p>	 <p>Hardest truth What's something you used to defend in your business that the group called you out on?</p>
 <p>Accountability in action What did you tell the group you'd fix -- and did you actually do it before the next call?</p>	 <p>Why you renewed What would you tell an owner sitting where these folks are tonight, on the fence about joining?</p>

Profitwable 20 Group • TER Way LLC 12/19

13



14




ROUNDTABLE Q&A

Thank you for Attending

If you want to know more, fill out the form on the back of your Handout

To Contact me mporter@tdrway.com or 503-572-6438

Bert King also has groups You can reach him at bert@kingconsultinggroup.com or 337-278-3732

 503-572-6438
  [tdrway.com / profitwable 20-group](http://tdrway.com/profitwable-20-group)
 mporter@tdrway.com

TER Way LLC • Profitwable 20 Group

15
