

# BeverageDynamics

## Retail Mastermind Group



Facilitated by Profits Plus Solutions

In 1727, Benjamin Franklin created the “junto society”; 12 of his close friends forming a “club” dedicated to mutual improvement.

Franklin said, “The rules that I drew up required that every member, in his turn, should produce one or more queries on any point of morals, politics or natural philosophy, to be discussed by the company; and once in three months produce and read an essay of his own writing, on any subject he pleased. Our debates were to be under the direction of a president and to be conducted in the sincere spirit of inquiry after truth, without fondness for dispute or desire of victory; and to prevent warmth, all expressions of positive opinions or direct contradiction, were after some time made contraband and prohibited under small pecuniary penalties.”

Today a mastermind group is not exactly a new concept; however, it has been “tweaked” for the needs of the privately owned liquor store business. This group is dealers with similar experiences getting together, virtual and live, to discuss how to improve their business and themselves.

### **What can I expect from this group?**

Great discussions and honest input from your fellow dealers.

Benchmarking information unique to the group; not unsubstantiated numbers by a research company.

Outside experts in areas of business management who will share ideas as well as answer your individual questions. They will include:

- Professional merchandisers
- CPA expertise in tax issues
- Succession planning experts
- Point of sale systems expert
- CPA business valuation expertise
- Expert in selling to the affluent
- Expert in branding/advertising

The opportunity to recharge your batteries.

A visit to your business by your fellow group members who will share their observations, experience, and ideas of what they have successfully tried in their business; solid and honest feedback.

Learn how other successful dealers run their business.

## **What will I be expected to do?**

Over the course of the year, read three business management oriented books with one book being discussed at each of the three face-to-face member meetings.

Actively participate in the nine zoom meetings and three face-to-face member meetings.

Respond to the request for suggestions of topics and issues which is sent to all members.

Share your business challenges with members of the group to receive their input which will be given in a positive way.

## **What will occur during the meetings?**

A summation of the previous month's financial statements report.

Discussion on the assigned business management book.

Discussion led by outside expert at selected zoom meetings.

Group participation of challenges and opportunities as submitted by members of the group.

## **What are the requirements?**

All members agree to confidentiality of information shared - printed, visual and spoken.

Participate in the nine monthly zoom calls.

Attend the two "on-site" visits when we examine a member's business.

Attend BARC conference where we have a one day member meeting.

Submit your monthly financials promptly for collating into a summation document shared only with fellow members. Only the curator will see your individual financial statements.

Pay your dues.

## **What is the investment for joining the group?**

Application fee is \$1,500 which includes the initial financial report.

\$600 per month with an annual commitment.

Your personal and travel expenses for each of the three meetings during the year are your responsibility.

When your business will be the subject of one of the face-to-face member store visits, you are required to have your dues paid in

full one year in advance. This is to discourage members from leaving the group after having benefited from the group business visit.

## **Have you ever said...**

"What should my numbers be?"

"When I am traveling, I like to visit other liquor stores to get ideas and meet other owners."

"I wish I had seen (or heard) this before I started ."

*That, is why a mastermind group can help.*

## **Which businesses are in this group?**

Initial invited businesses will be those who have been selected as a *Beverage Dynamics Top 100 dealer.*



Non-competing similar dealers from across the country.

A maximum of 20 dealers in a group. Additional groups will be created as demand dictates.

Jeremy Nedelka  
763-383-4400  
jnedelka@epgmediallc.com

Tom Shay  
727-823-7205  
tomshay@profitsplus.org