

## **Twenty Groups**

Twenty Groups are known by many different names. These groups are also known as: Dealer Twenty Groups, Dealer Twenty Group, Group 20, Twenty Groups, Twenty Group, 20 Groups, etc. While the names differ, the purpose is the same: To gather about 20 people representing businesses that share the same basic model and similar goals to communicate freely and to share information and processes in order to improve the quality and production of their businesses.

L.J. King and Associates moderates and provides support for Twenty Groups. There are many types of Twenty Groups, including but not limited to the following: Franchised Dealer Twenty Groups, Independent Dealer Twenty Groups, Sub-Prime Twenty Groups, Used Car Twenty Groups, Motorcycle Dealer Twenty Groups, Lender Twenty Groups, Independent Repair Shops Twenty Groups, etc.

Twenty Groups usually meet 3 to 4 times per year. The group decides when and where to meet. L.J. King provides assistance with logistics, event planning, meeting moderation, and collects and manages specific data as required by the group. This data is reported to L.J. King, organized, and reported back to the group in the form of a composite. Group members can compare their individual performance to that of the other members of the group.

One advantage of the Twenty Group format is the organization of members that are not typically competing within the same geographical area. This promotes honest and equitable information sharing and the ability for each member to analyze each others organization and to share best practices. In each Twenty Group meeting, a L.J. King Consultant will facilitate conversations between you and other members.

For more information, visit the [L.J. King Twenty Group Website](http://www.LJKing.com) or contact L.J. Marhefka by email at [LJ@LJKing.com](mailto:LJ@LJKing.com).