

# 5 Reasons to Join a Breakthrough Group

Warm Thoughts Breakthrough Groups™ offer you the opportunity to learn from our industry's leading strategists and top fuel companies. With more than **60 participants spanning 12 states**, our members come together multiple times every year to discuss what's working, what's not, and how to succeed in the face of major challenges.

Want to get in on the action? **Here are 5 reasons to join a Warm Thoughts Breakthrough Group.**

## 1. THERE ARE NO COMPETITORS

Breakthrough Group membership is only open to company leaders who don't compete with one another. Each group is small (no more than 10 to 12 members) and comprised of companies of similar size, energy, interests and concerns. This makes for much more relevant and substantive conversation, while building greater camaraderie.



## 2. YOU LEARN FROM LIKE-MINDED PEERS

When we form new groups, we are selective about who can join. We strive to include participants who will ultimately raise the bar for all members. Our members are owners and senior decision makers of all ages, and movers and shakers in their respective businesses. Tapping into the extensive experiences of both facilitators and peers, our members gain valuable insights into the issues they're facing and the opportunity to achieve real breakthroughs. In fact, many members keep in touch outside the meetings to continue learning from one another.



## 3. EACH SESSION IS VALUE ORIENTED

Groups meet three times per year for two days at a time, with supplemental phone conferences on specific topics of interest in between. The agenda for the meetings is based largely on what each group's members want to discuss. Topics include generating revenue while selling fewer gallons per home; tactics and strategy for price protection programs; evaluating software providers; and strategies for improving key operational metrics such as gallons per delivery, stops per driver, and revenue per technician.



## 4. YOU'LL HAVE FUN EXPERIENCES

Breakthroughs don't only happen in conference rooms. That's why we infuse our groups with unique experiences to get the juices flowing and up the "fun" quotient. Just this past year, our groups experienced New York City – complete with walking the High Line and taking in a Broadway show – basketball games, wineries, boating excursions, and even a trip to Bermuda. We firmly believe in working hard and playing hard!



## 5. EVERYONE LOVES THEM!

**95% of our Breakthrough Group members renew every year**, which says a lot about the value they receive. But don't just take our word for it – here's what our members have to say:

*"The cost is more than worth it. The sharing of ideas is top-notch. You get the real deal, not the filtered PR version that you sometimes hear at a meeting with competitors around."*

—Sam Gault  
Gault Inc., CT

*"Our group gives me the opportunity to benchmark with great guys who don't compete against me, and who are willing to share their best ideas. I look forward to each meeting because I know there will always be something valuable planned, and I will leave with several cutting-edge ideas I can put to work back at my company."*

—Jim Townsend  
Townsend Oil, MA

*"The owners and business leaders in the Breakthrough Group are really good people and very smart businesspeople, and I've implemented a number of ideas and strategies I've learned from them. I'm already looking forward to our next meeting!"*

—Marc Lacasse  
Augusta Fuel, ME

*"This group has been a huge asset in exposing me to different ideas, and helping me think through my own initiatives. It's also nice to know that other guys are facing similar challenges."*

—David Singer  
Robison Oil, NY

One thing that fuel companies can agree on is that this business isn't getting any easier. So why go it alone? Warm Thoughts Breakthrough Groups provide an opportunity for you to cut through the noise and work with the best and the brightest in our industry to solve your biggest challenges. **Contact us today to get started.**