

The process of building loyal success-driven teams is simple, but all too many business owners ignore the simple stuff. I know. I suffered from the ailment for years, until I woke up and realized that my soft capital, loyalty, was my most precious asset. There's nothing more powerful and profitable than solid team spirit.

So if you want to get the competitive edge over your competitors and stop being their training facility, start to lead by the heart and manage the mind. Look for those heart smart moments and you'll build the path to happy customer through loyal staff. Muster up the courage to do things differently and you will boost your business to the next level.

Think twice before you put your hard earned profits into another piece of equipment, when all you need is to improve the attitude of the operator. Besides, who wants to give a new piece of equipment to someone who doesn't care?

Rene L. Messier is the President and Founder of The Sage Academy and is a professional speaker, workshop facilitator and author educator.

Awarded as a **Million Dollar Master** and **7 time Super Bowl ring** recipient by the Maaco Auto Painting franchise group. His achievements in the auto painting & collision industry are substantial. He can be reached **1 866 823 7243** or email him at rmessier@sageacademy.com