



1-Day Interactive Collision Center Workshop

Estimating for Profit

Highlights:

The estimating position is arguably the most valuable position in the collision center. A skilled salesperson, damage appraiser, and negotiator will dramatically increase collision center sales and profitability, technician compensation and customer satisfaction while, at the same time, reduce cycle time and stress on themselves and every other person working in the collision center.

Estimating for Profit will show how to increase a collision center's closing ratio by selling first, estimating second and increasing the average repair order through thorough damage appraisal, effective use of the procedure pages, and professional negotiation with insurers. And, we will demonstrate how to streamline the estimating / repair order process and reduce cycle time by eliminating reactive supplements.

Further, benefits will include more profitable repairs, higher productivity, increased customer satisfaction, and better insurer relationships.

Who Should Attend:

Damage Writers, Customer Service Reps, Collision Center Managers

Key Points:

- The importance of the damage writer
- Why you should close sales before writing the damage report
- How to increase your closing ratio
- Write more accurate and profitable damage reports
 - The proper time and conditions to write the damage report
 - Use of estimating guides and P-pages
 - Included versus not-included operations
 - Facility standards
 - Proactive versus reactive supplements
- Effectively negotiate with insurance adjusters
 - Understanding their needs
 - Increasing cost trends in collision repair
 - Providing proper documentation
 - Parts alternatives
 - Negotiating win-win agreements
- Up-sell the consumer
- Measure and improve selling performance
- Effectively utilize VPOL to improve performance

Interactive Exercises
Damage report writing
Negotiating

Presented by:

Bernie Blickenstaff

Collision Management Services, Inc.

Cost: \$499.00 per person

**BASF Customer only \$299.00 per person or
\$249.00 for two or more from same
Collision Center**

Seating is Limited!

**Call your local distributor or
BASF Representative to
reserve your space.**

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