



Professional Business Management Seminar

Maximizing Your Estimating Performance

Highlights:

Managing a successful collision center in the 2000's demands a new, higher level of sales, customer service, and negotiation skills. Once we get consumers in our door, we must be able to "close the sale" by selling them on "why" our collision center is the only facility for them to have their vehicle repaired. Then, we must negotiate a profitable repair with the insurance adjuster.

Maximizing Your Estimating Performance identifies how to "Sell First, Estimate Second", improve the closing ratio, and not fall into the trap of estimating "to get the job". Instead, collision centers need an accurate repair blueprint and effectively utilize the P-pages and their Collision Center quality

standards in order to negotiate the proper repair at the proper price with the insurer. Participants will learn how to qualify insurance adjusters in order to meet their needs while negotiating "win-win" transactions. Lastly, we will describe the dramatic impact of selling on collision center profitability and productivity.

Who Should Attend:

Collision Center Managers, Production Managers and Coordinators, Damage Writers, Customer Service Representatives, Management support staff

Key Points:

- Selling to consumers
- Selling to insurance companies
 - The insurance company shift
 - The increasing trends in collision industry costs
 - Negotiating for profit and productivity
 - Supplements
- Understanding the effect of sales on profitability and productivity
 - Parts
 - Paint Labor Sales
 - Paint & Material Sales
- Measuring selling performance
 - Average sales per R.O.
 - Closing ratio
- Effectively utilize VPOL to improve performance

Presented by:

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Cost: \$150.00 per person

Seating is Limited!

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

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