



## Professional Business Management Seminar

# Profiting From People Skills

### Highlights:

There are a lot of ways to make money in a collision center, but developing people skills is the greatest. Who do we deal with all day? Customers, Employees, Insurance Representatives, and Vendors. People create our sales: In a typical collision center, up to 88% of business comes from referrals of one form or another. People also affect all of our costs. In order to be profitable, we must learn people skills. ***Profiting from People Skills*** describes how you can utilize people skills to increase your sales and reduce your costs.

***Profiting from People Skills*** also demonstrates how two people see exactly the same thing differently, and both are correct.

This course explores the differences in personalities, to better understand how to best utilize individual strengths and weaknesses of our employees and ourselves. Participants will learn that we can't change other people...We must change ourselves first. ***Profiting from People Skills*** describes how to make those changes by dealing with our own insecurities, better communication skills, delegating effectively, handling difficult situations, and making a commitment to ongoing self-improvement.

Finally, ***Profiting from People Skills*** provides step-by-step actions to take to improve your relationship with the people that you deal with most, customers, employees, insurance representatives, and vendors.

### Who Should Attend:

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

### Key Points:

- Effectively dealing with people
- People see things differently
  - Personality types
  - The entrepreneurial management style
  - The value of differences
- Changing ourselves
  - Deal with your insecurities
  - Develop communication skills
  - Delegate - then get out of the way
  - Learn how to handle difficult situations
  - Commit to ongoing self-improvement
- Improving Business Relationships
  - Develop and communicate objectives
  - Identify and meet their needs
  - Establish trust
- Effectively utilize VPOL to improve performance

### Presented by:

**Bernie Blickenstaff**

**Collision Management Services, Inc.**

**Cost: \$150.00 per person**

**Seating is Limited!**

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

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