



## THE VALUE OF TRAINING

According to I-Car, there are only two ways to learn proper techniques for repairing a collision-damaged vehicle— by mistake, or through quality collision repair training.

Training pays off in big ways by providing higher quality work, reduced re-work, improved cycle time, reduced liability, increased profit, increased volume, improved relations, and improved image.

Take advantage of the classes provided through I-CAR and other organizations. It's never too early or too late to gain a new understanding and to learn things the right way.

Remember that training doesn't stop with technical issues. You can learn new business tricks of the trade that will put money in your pocket. So check out all the seminars listed in this brochure and let us know how we can help with your training needs!



COLORMATCH promotes excellence in training for the collision industry and is a proud supporter of technical and business education presented through I-CAR, ASE, AMI and other fine organizations. **COLORMATCH** is a member of TCRA, SCRS, ASA, NABC, CIC and I-CAR.

## HUB CITY PBE/COLORMATCH

344 South Royal Street  
Jackson, Tennessee 38301

Phone: 731-424-7008  
Fax: 731-935-7378  
E-mail: [solutions@colormatch.com](mailto:solutions@colormatch.com)

## COLORMATCH LOCATIONS

### Jackson, TN Locations

CORPORATE OFFICE 731-424-7008  
RIVERSIDE STORE 731-427-9760

### Memphis, TN Stores

FLETCHER CREEK 901-382-0585  
MILLBRANCH 901-396-7712

### East Tennessee Area Stores

BRISTOL 423-968-7009  
CLARKSVILLE 931-648-9426  
NASHVILLE/FOSTER 615-254-9069  
MADISON 615-868-8704

### Alabama Store

MOBILE 251-661-3335

### Florida Store

PENSACOLA 850-484-7081

### Indiana Store

EVANSVILLE 812-425-8266

### Kentucky Store

OWENSBORO 270-691-6006

### Mississippi Store

PASCAGOULA 228-762-1234

Check us out on FaceBook



[www.colormatch.com](http://www.colormatch.com)

# 2011

## COLORMATCH UNIVERSITY

### Collision Training Solutions

Business future a little blurry? Clear it up in one of our classes!

### Hub City PBE/ COLORMATCH

supports and promotes continuing education  
in the automotive collision industry  
for business owners and career professionals  
through specialized training that includes  
business applications and technology.



Advantage Through Education

**GETTING YOUR SLICE OF THE PIE**

Marketing is your ammo for the battles of the body shop! Win the fight and get your slice of the success pie!

Recommended for Owners



Advantage Through Education



"Estimating for Profit"

**ESTIMATING FOR PROFIT**

Increase your bottom line by reviewing and refining your estimating procedure.

Recommended for Estimators

**GIVE ME YOUR KEYS, PLEASE**

Capture the sale from the initial contact. Close the deal and get the keys out of their hand!

Recommended for Office Staff

Advantage Through Education



"GIVE ME YOUR KEYS, PLEASE!"

Advantage Through Education



"Cycle Time"

**CYCLE TIME**

Increase profits and eliminate a lot of frustration by reducing the time it takes to complete a repair order.

Recommended for Office Staff  
Production Manager

**Enroll Your Staff in COLORMATCH UNIVERSITY Today**

Class fees apply for AMI credit. COLORMATCH customers receive special pricing—*Contact us for all the details*

COLORMATCH UNIVERSITY conducts customized classes in our various market areas for the purpose of educating and training body shops to develop and promote their businesses in new and proven ways. We introduce several different seminars each year that have fresh ideas and unique approaches to benefit our clients.

**2 New Classes for 2011**

Parts Procedures ASE Test Prep

All of our classes are geared toward job categories and positions in the body shop industry—like owners, shop managers, department managers, and technicians. The seminars are relaxed and conducted in a casual setting. Each class session runs for approximately 3 hours and can be booked anytime. Participation is open to our customers and friends in the industry who can benefit from these informative sessions. All-day (8 hour) hands-on workshops are also available on different topics and can be arranged on request.

If you are interested in arranging or attending one of our seminars, please contact your local COLORMATCH store, sales rep, or email us at:

[solutions@colormatch.com](mailto:solutions@colormatch.com)

**All Classes AMI Approved**

**COMPLIANCE AVOID\$ FINES**

Don't wait to find out how to avoid heavy fines until it's too late! Learn the latest OSHA & EPA requirements Includes mandatory painter's certification.



Recommended for Production Manager Painters

Advantage Through Education

**CAUTION COMPLIANCE AVOID\$ FINES!**



Advantage Through Education



PAINT MONEY

**PAINT MONEY**

Pour up some profit! Control material expenses in a way that increases profits.

Recommended for Production Managers Painters

Advantage Through Education

**1 MORE DOLLAR**

Improve the information process—measure and track 8 elements to identify changes that can increase efficiency and profitability.

Recommended for Owners



1 More Dollar Estimating & KPIs

Tony Nethery



Seminar Developer & Instructor

Our seminars are taught by Tony Nethery, Business Development Manager at COLORMATCH. Tony has over 30 years experience in the collision industry and is Tennessee's leading I-CAR instructor, as well as the State Executive Director of the TCRA.

You can contact Tony at [tony.nethery@colormatch.com](mailto:tony.nethery@colormatch.com)