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COLORMATCH gold



Information Super Highway

Are you still using the back roads instead of the fast and slick Information Super Highway? Perhaps it's time to shift gears and veer onto the route that will take you directly to your proper destination!

Collision repair providers face a multitude of challenges in efforts to run a profitable business while maintaining high levels of service, integrity and quality. Customers are more informed and demanding than they have ever been and the industry needs to step up to the challenge of meeting their expectations. To do so, companies must utilize all available business technology, including high-performance software. A good estimating system is a must for a business specializing in collision repair.

There are several options body shop owners can choose from when selecting an estimating system. The 3 major estimating software companies are Audatex (formerly ADP), CCC Info Service, and Mitchell International. Each has unique characteristics beneficial to shop owners and technicians.

The key to success is having the right software for the job, understanding its operation, and becoming experienced using it.

The itemized estimate was an invention of the ground-breaking body shop decades ago. From the origins of a few lines, millions of dollars are now generated using electronic estimating systems. In the past, it was common for a customer to walk into a body shop and the owner would stop whatever he was doing to complete an estimate. Those days are long gone. Now, many larger shops have estimators who assist customers with the claim and estimation process. This became necessary as shops attempted to meet DRP criteria.

Going forward, efficient shops will operate using specialists in all areas of operation. For example, shops may have Customer Service personnel handle the client and deal with administrative items while a Research Tech examines, diagnoses, and provides the appropriate repair procedures for the Service Techs who perform the work.

Information systems and technology are already in place to promote this type of advanced methodology. OEM's provide access to subscription databases for a fee. However, these can become expensive when purchased separately. A less expensive solution may be to access combined data at one source. This type of service is available through companies like ALL-DATA, a leading provider of OEM automotive repair information. With all the engineering advances and technology involved in vehicles today, it is practically impossible for the average body shop to stay updated with the correct OEM procedures for each vehicle, so it makes sense to capitalize on these computerized services.

From the front office, to estimating and repair research, body shops cannot get along without IT. So take a deep breath and get on The Information Super Highway now!



Advantage Through Education



"Estimating for Profit"

Business Development Seminar

Your local COLORMATCH stores are pleased to provide this class to give you MORE ammunition for the battles of the body shop! In this 2nd quarter session, find out how proper estimating makes a difference in your bottom line. Please contact your sales rep for information and reservations.

DATE	LOCATION
April 28	Nashville, TN
April 30	Memphis, TN
May 7	Owensboro, KY
May 14	Clarksville, TN
May 21	Bristol, TN
May 27	Jackson, TN
June 25	Mobile, AL

COLORMATCH Publications Available Monthly by Email

- COLORMATCH Gold Newsletter
- Sales Flyer
- Training Brochure
- Benchmark Performance Trend
- Account Statements

Please provide your contact name, email address, and send requests to: solutions@colormatch.com

TIPS

Sales & Marketing: Determine the customer's biggest concern and make sure it is addressed 100% during the repair process. For example, if the concern is frame alignment, print documentation to show the customer that it has been addressed. This will ensure a referral of their friends and family.

Profitability & Management: Keep a list of resalable items that your shop uses on a regular basis. Update the list with current prices; have it readily available for your estimators and suggest when these items are used. This will be a reminder to include the items on the estimate. Also post this information in an area where insurance adjusters usually work. Adjusters may include the item to save time getting a supplement later.

Production & Cycle Time: Keep a log of vehicles that are delivered late and why. When the same reason seems to surface multiple times, it is a good indication that a standard operating procedure should be implemented. The most common reason for delays is— *not having the part available*. Getting to the root cause of the delay is the key. When was the need for the part determined; when was it ordered; and was it ordered correctly?

Safety & Thinking Green: Make sure that all containers are properly labeled. We often forget the little things like spray bottles in the clean-up or prep areas. Also do not forget waste drums and gun cleaners. Everything must have a label on it, even if it is one you generate yourself.

Estimation: After recording all of the damage specifically related to an accident, offer to check the vehicle and write a second estimate on prior damage. Tell the customer that you will contact them after determining what kind of break they can get by having the extra repair completed while the car is there. It makes the customer feel like you are working in their favor and may result in an extra sale.

Technical: Vinegar and baking soda are good staples for the body shop. Baking soda will neutralize things that are acidic, like electrolyte from a lead acid battery and acid rain. Vinegar will neutralize electrolytes from a NIMCH battery and air bag residue. It also makes a good glass cleaner for windows with *after-market* tint.

Wise Quotes

"The first of April is the day we remember what we are the other 364 days of the year."

*Mark Twain
American Author & Humorist
1835-1910*

"Furious activity is no substitute for understanding."

*H.H. Williams
Author & Civil War Soldier
1837-1902*

Top Ten — Reasons for IT in the Body Shop

COLORMATCH **10**
TIP

1. Save Time—*Reduce admin errors, manage projects.*
2. Automate HR—*Make payroll, taxes, etc. easier.*
3. Real Time Finances—*Accurate and timely data for informed decisions.*
4. Parts Management—*Keep tabs on discounts and parts returns.*
5. Effective Marketing—*Focus on making improvements where needed and follow up with customers.*
6. Improve Sales—*Keep track of estimators sales averages.*
7. Job Costing—*More accurate estimates.*
8. Cycle Time—*Increase efficiency.*
9. Faster Claims—*Faster settlements.*
10. Customer Service—*Improve customer satisfaction and retention.*

Introducing the COLORMATCH Team



Dwayne Dean
Sales Rep
Clarksville, TN

Dwayne has 27 yrs. experience in the collision industry, having worked as a painter, body shop manager, tech rep, sales rep, and product manager. He came to COLORMATCH in 2008 and is "grateful for the opportunity to work in a dedicated PBE environment, and have all the tools and resources available to provide great customer service that sets us apart from our competitors!"



Richard Kelly
Tech Rep
South Group

Richard retired after 22 years in the U.S. Army and has been with COLORMATCH for 5 years. He holds I-CAR designations in Commercial Fleet and Waterborne, and is DuPont certified in several areas. Richard likes to teach people to work smarter, not harder. His hobbies are scuba diving, golfing, boating and deep sea fishing.



Dale Black
Tech Rep
Mid TN Group

Dale has been with COLORMATCH for 15 years and was previously in automotive sales. He holds several designations from I-CAR and certifications from DuPont. His main hobby is muscle car restoration. He has authentically restored several cars including a '73 Camaro Z-28 and is now working on a '72 Chevelle. Dale's business philosophy is to treat his customers the same way he would like to be treated.



Dale Foxx
Tech Rep
Mid TN Group

Dale has been with COLORMATCH about 18 years. He previously owned a large collision and custom restoration business that was a DuPont test shop. Dale always strives to give customers more than they expect. He is a big racing fan and has been a NASCAR crew chief. Music plays a big part of Dale's life. He has a guitar collection, plays base, and is learning the mandolin.



This is a true story! A lady, who works here at Hub City PBE/COLORMATCH, was walking her dog at a local park. She had driven there in a car with a keyless combination entry system. She really loved this convenient feature, but like all electronic systems in cars, this one was doomed to fail at the most inconvenient moment. The lady finished her walk and put the dog in the car, deciding to lock the car while she ran to the ladies room. Upon returning to the car, the keyless entry wouldn't work and neither would the remote control. The lady desperately wanted to call her husband, but her cell phone was also locked in the car. Just then, a man who was running at the park happened to go by. She stopped him and asked if she could borrow his cell phone. She explained to him what had happened and he gladly lent her his phone—but being a man, he also tried the door himself—using both the combination on the door pad and the remote control, neither of which worked. When the lady reached her husband on the phone, she explained the situation to him and described everything she and the man had done. Her husband said: "Let me see if I have this right. The dog and your cell phone are locked in the car. A stranger has lent you his cell phone. You have also both tried the remote control and the combination lock. Is that correct?" "Yes, she replied!" Then he said, "Well, attached to the remote, do there happen to be any keys?" The women looked dumbfounded (literally) down at the keys in her hand, which she and the runner had never considered using. She hung up from her husband and handed the cell phone back to the stranger (who ran off as fast as he could). She opened the door with the key and went on her way. The moral of the story is: Even in a high-tech world, sometimes the old tools come in handy!

We have a new COLORMATCH Training Brochure with information on upcoming events, including I-CAR classes. To receive a brochure, please contact your local store, sales rep, or email: solutions@colormatch.com