

COLORMATCH gold



2008 Rinspeed sQuba—world's first submersible car—Swiss made zero emission electric vehicle. See it in action—
<http://www.youtube.com/watch?v=SJC7E06IBXI>

Come up for air and get involved!

We recently reviewed a current ABRN article, *The United Shops of America, Insurers can work together. Why can't shops?* by James E. Guyette. The basic premise of the article is that body shops need to get together and put up a common front for the benefit of everyone in the industry. An interesting comparison was made with how the Amish community quickly and efficiently solves problems by using an organizational spokesperson who represents everyone on a specific issue. The point is that in order for an industry to have credibility and clout, it requires a high level of participation and focus. Organizations representing the interests of the collision repair industry should be gaining momentum for this very purpose. If you are not already involved with a local, state, or national organization, you should be. Associations can be a great source of information and camaraderie. The following is a list of state organizations for the collision industry in our home market areas:

ST	ORGANIZATION	TEL#	WEBSITE
AL	AL Collision Repairer Assoc	256-773-2132	N/A
FL	FL Automotive Industry Assoc	800-989-1992	www.faia.org
IN	IN Auto Body Assoc (IABA)	317-290-0611x88	www.iaba.info
KY	ASC of Kentucky-Indiana	877-548-4284	www.ascky.org
LA	ASA—New Orleans ASA—Baton Rouge	800-272-7467 x213	N/A
MS	MS Auto Body Assoc MS Collision Repair Assoc	601-856-0700 601-835-3377	N/A
TN	TN Collision Repairers Assoc	731-427-6446	www.tncollision.net

Check out our new website at www.colormatch.com

There's lots to look at, including a calendar, safety information with a virtual body shop, and other areas of resource and interest.



TN Collision Repairers Association meeting at our Clarksville store. Tony Nethery (center) was the guest speaker. He is the Business Dev. Mgr. at COLORMATCH, and the newly appointed TCRA secretary.

Did you know that we can reduce paint for you at our stores? This is a new service designed to save our customers time and money—especially professionals with smaller shops, or individuals working on home projects. Call your local store for details.

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Advantage Through Education



"GIVE ME YOUR KEYS, PLEASE" Business Development Seminar

Make the customer yours from the very first contact! Be sure to attend our 3rd quarter seminar when it comes to your area. You'll enjoy dinner in a nice area restaurant and learn valuable body shop sales skills. See your local COLORMATCH sales rep for details & reservations.

DATE	LOCATION
Aug 4	Nashville, TN
Aug 27	Evansville, IN
Sept 10	Mobile, AL
Sept 17	Memphis, TN

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. Send requests to:
solutions@colormatch.com

COLORMATCH TIPS

Sales & Marketing: Think of ways to get e-mail addresses from customers—maybe offer to send an up-date on their vehicle each day. Create a database and use this to stay in touch with customers. Surveys show 79% of people buy from e-mails/pop-ups.

Profitability & Management: Technology is more affordable than ever, so locate a mobile or stationary computer work station in the shop to make it simpler and more efficient for technicians and production managers to create and record supplements and get RO information.

Production & Cycle Time: Review a list of vehicles that are leaving & coming in at least 2 days in advance. Check for parts status, and equipment availability (are racks and lifts needed and open?), then check for hold-ups and administrative issues. This is a good way to prevent costly delays.

Safety & Thinking Green: Most Shops are very close to OSHA compliance. The area that seems to bring the most violations and penalties is the lack of proper documentation. Take the time and spend the few dollars it takes for copying each year. It can save thousands later.

Estimation: As alternate fuels and hybrids are becoming more common, make sure your estimators are properly trained. Details for many of the required procedures may not be included in the estimation databases.

Technical: I-CAR will be introducing two new classes in the next month. One will be on new technology that is coming out in 2010 (NEW-10) and the other is on new repair procedures for vehicles that are popular worldwide (POP-10). These two classes will be updated each year—and are classes you don't want to miss.

Wise Quotes

"However hard I'm working and however tired I am, I make sure I just enjoy every single second of my life."

*Richard Branson
British Entrepreneur
1950-*

"Do what you can, with what you have, where you are."

*Theodore Roosevelt
26th U.S. President
1858-1919*

CUSTOMER SERVICE BASICS—Building Relationships

1. Whenever possible, answer the phone between the 2nd and 3rd ring. *Customers are not prepared to hear you before the 2nd ring and they become impatient after the 3rd.*
2. Prepare a script for answering the phone and make sure that everyone is consistent. *"Good morning—Ace Body Shop—how may we help you?"*
3. Make sure to use a tone of voice that matches your words. *Be aware that the tone you use can completely contradict your message. If you smile while you are speaking, you will sound friendly.*
4. Listen attentively and use the customer's name at different points during the call. *Pay attention and remember that the customer 'owns' the call.*
5. Tell your customers what you CAN do for them. *Don't begin a conversation by telling them what you CAN'T do.*
6. Give angry customers a chance to vent and don't take what they say personally. *Be sure not to interrupt them while they are speaking; let them finish having their say.*
7. Diffuse anger by using a soothing tone of voice and apologizing. *Even if you or your company have done nothing wrong, you can sympathize and offer an apology for what the customer is going through.*
8. Always conclude customer contacts, both phone and in-person, with words of appreciation. *Ask if there is anything else that you can do. The extra time you invest will have positive results.*

Introducing the COLORMATCH Team



Brandon Shidler
Inventory Control
HCPBE

Brandon began working as an auto body mechanic and refinishing tech straight from high school and has worked at COLORMATCH for the last 2 years. Brandon always sees things from the customer's perspective and understands the importance of taking care of customer needs. Brandon likes to draw, and enjoys camping and golfing.



Charlie Brewer
Project Manager
HCPBE

Charlie has been with COLORMATCH 5 years. He is responsible for safety, store evaluations, fleet management, and promotional events. Charlie strives to do things the right way and is a great support to everyone on the team. In his spare time, Charlie collects TN memorabilia and honors his heritage through the S.C.V.



Farmer Joe decided his injuries from the accident were serious enough to take the trucking company responsible for the accident to court. In court the trucking company's fancy lawyer was questioning farmer Joe.

"Didn't you say, at the scene of the accident, 'I'm fine,?' " asked the lawyer. Farmer Joe responded, "Well, I'll tell you what happened. I had just loaded my favorite mule Bessie into the..."

"I didn't ask for any details," the lawyer interrupted, "just answer the question. Did you not say, at the scene of the accident, 'I'm fine'?"

Farmer Joe said, "Well, I had just got Bessie into the trailer and I was driving down the road..."

The lawyer interrupted again and said, "Judge, I am trying to establish the fact that, at the scene of the accident, this man told the Highway Patrolman on the scene that he was fine. Now several weeks after the accident he is trying to sue my client. I believe he is a fraud. Please tell him to simply answer the question."

By this time the Judge was fairly interested in Farmer Joe's answer and said to the lawyer, "I'd like to hear what he has to say."

Joe thanked the Judge and proceeded, "Well, as I was saying, I had just loaded Bessie into the trailer and was driving her down the highway when this huge semi-truck and trailer ran the stop sign and smacked my truck right in the side. I was thrown into one ditch and Bessie was thrown into the other. I was hurting real bad and didn't want to move. However, I could hear ol' Bessie moaning and groaning. I knew she was in terrible shape just by her groans. "Shortly after the accident, a Highway Patrolman came on the scene. He could hear Bessie moaning and groaning so he went over to her. After he looked at her, he took out his gun and shot her between the eyes.

"Then the Patrolman came across the road with his gun in his hand and looked at me. He said, 'Your mule was in such bad shape I had to shoot her.'

"Then he said, 'How are YOU feeling?'"

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