



## Advantage through Education

There are only two ways to learn proper techniques for repairing a collision-damaged vehicle—by trial and error, or through quality collision repair training.

Training doesn't stop with technical issues. You can learn new business applications that will add to your bottom line. The rewards of training include better quality work, improved production and efficiency, reduced liability, increased profit, and improved image.

Take advantage of the classes and programs provided through collision industry organizations. It's never too early or too late to gain a new understanding and to learn things the right way.

Check out all the program modules offered in this brochure and let us know how we can help with your training needs!



National Institute for  
**AUTOMOTIVE  
SERVICE  
EXCELLENCE**



We can help with your I-CAR requirements.



Join **BetterBodyShops.com**  
for media marketing that connects  
you to consumers and advances  
your standing in the community!

Take a look at [www.betterbodyshops.com](http://www.betterbodyshops.com) to see what we will be offering consumers who visit the site to locate a reliable body shop.

If you are a body shop and want to be listed on our website, call us at 866-532-7589, or email us at [info@checkbbs.com](mailto:info@checkbbs.com) and we will provide you with all the details.

**Our mission is implementing solutions  
to improve results in body shops.**

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Compliance  
Marketing  
Sales  
Inventory Management  
Production  
Training

# Better Body Shops

**BETTER BODY SHOPS**  
866-532-7589  
[www.betterbodyshops.com](http://www.betterbodyshops.com)

**BetterBodyShops** has identified 6 crucial areas that collision shops must focus on to repair vehicles in a safe and ethical manner and operate profitably.

**The modules presented below provide an overview of the services and training it takes to be a successful collision professional.**

**Fees are available on request and are based on the customized services and products provided. Contact us today for more information.**

### **COMPLIANCE MODULE**

Success is pointless if a business is not operating within the law. Since EPA, OSHA, and local regulations change frequently, a collision repair shop either needs an employee that dedicates much of their time to compliance, or assistance from an outside source. BBS will provide the following services to a Compliance customer:

- Train an employee as the Compliance & Safety Administrator.
- Provide annual safety, respirator fit testing, and right-to-know training.
- Conduct bi-annual shop inspections and provide written reports on safety and compliance recommendations.
- Provide customizable employee safety and right-to-know handbooks.
- Provide printable electronic documents to conduct monthly safety meetings.

### **CYCLE TIME IMPROVEMENT MODULE**

Improving cycle time requires improving processes, and the best way to improve processes is to train and engage the people who perform them. BBS will provide the following services to a Production customer:

- Develop a production improvement plan.
- Provide a facility workflow analysis.
- Develop departmental SOP's.
- Provide workshops to cover scheduling, blueprinting, SOP improvement & quality control.
- Analysis of IT and software usage.

### **MARKETING MODULE**

In today's economy it is essential to have a good marketing plan that involves a business strategy and an advertising campaign designed to reach an identifiable target. BBS will provide the following services to a Marketing customer:

- Identify a target market that all advertising and marketing efforts will be focused on.
- Develop a marketing plan based on a target market.
- Identify possible DRP relationships and develop a strategy to obtain or plan to market against competitor DRP agreements.
- Assistance with website development or enhancements to existing website.
- Assistance with social media campaign.
- Marketing workshop and training for collision shop employees.

*Check out the back panel for information on our special media marketing product — [betterbodyshops.com](http://betterbodyshops.com)*

### **SALES MODULE**

Most Collision shops write estimates all the time, but seldom write sales. It is essential to profitability to evaluate the sales process in a collision business. BBS will provide the following services to a Sales customer:

- Analyze current sales trends through estimate audits.
- Set performance goals in the estimating process and set daily sales goals.
- Train collision shop employees on estimating and sales best practices.
- Conduct ongoing estimate audits.
- Assist in development of A/R collection processes.

### **TRAINING MODULE**

Shops who train increase the odds of being successful. However, it is crucial to do the right training at the right time. BBS will provide the following services to a Training customer:

- EPA 6H painter training for technicians.
- Analysis and assistance in developing a plan to achieve or maintain I-CAR Gold Class Status.
- ASE test prep class.
- AMI accredited BBS class.
- Assistance in developing an OEM certification plan.

### **INVENTORY MANAGEMENT MODULE**

The Paint & Materials profit center is difficult for a body shop to manage. BBS works closely with jobbers, material suppliers, and inventory management software companies to help set up ways to track and control product usage. BBS will provide the following services to an Inventory Management customer:

- Analysis of your current P&M usage.
- Develop plan to maximize current material usage.
- Work with suppliers to find more cost effective P&M.
- Develop SOP's for product selection and usage.

