

# COLORMATCH gold

## The Gift of Giving

This is the season for giving! We all wonder what to give our family members, and perhaps consider what donations we can make. But how many business owners think of giving to their employees and how that affects their business? It's a real possibility that when you give to employees, you become the winner. A study that involved 2,500 businesses indicated that the following twelve gifts (which don't include a partridge and a pear tree) should definitely be on your employee gift list:

1. A job description: Let them know what is expected of them.
2. Tools: Give them the tools and equipment to do their job properly.
3. Opportunity to excel: Give them a chance to work at what they do best.
4. An Atta-Boy/Girl: Provide them with praise and recognition for good work.
5. Concern: Be interested in and care about them as people.
6. Motivation: Encourage them in a positive way to improve.
7. Involvement: Let them know that their expertise and opinions really count.
8. Meaningful Work: Provide a mission to make them feel their work is important.
9. Accountability: Hold up a standard for all employees to do quality work.
10. Friendship: Promote camaraderie at work—employees work better as a team.
11. Performance Reviews: Tell them in a positive way how they're doing!
12. A Ladder to Climb: Help them see a future with opportunity to advance.

Ultimate Software, a mid-sized company in Fort Lauderdale, Florida, was recently named the top "Best Mid-Sized Company to Work For" by the Great Place to Work Institute, the same organization that does Fortune's "Best Companies to Work For". Scott Scherr, CEO and founder of Ultimate, is noted for treating his employees like family. The company even goes far beyond providing the twelve gifts listed above – They also regularly provide meals, generous benefits, and show great personal concern and commitment to their employees. Scherr says of his company, "This is my baby. And now there are 900 of us. I take care of it - and them - like my kids." This philosophy has helped add to Ultimate's bottom line—company revenues have nearly doubled since 2005. *(Extracted from a Harvard Business Review blog by Bronwyn Fryer).*

You might have a much smaller company and not be able to be as generous as Scherr, but starting with "the twelve gifts" doesn't require an extensive amount of money, just time and effort on your part. Providing these gifts will require a commitment of involvement in the lives of your employees. That may be uncomfortable for some, but if you are willing to make this investment, you will find the rewards gained in business and the respect gained by your staff to be well worth it. So go ahead, break out the eggnog, hang out the stockings, then treat yourself and your employees to a Merry Christmas!

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**The following are the top 10 things you can do NOW to make the holidays less stressful:**

1. Plan early. The number one reason people stress out during the holidays is because they put everything off until the last minute.
2. Set a budget. Don't go overboard during the holidays. Say "NO" to using credit cards you can't pay off within 30 days.
3. Make a list. Decide early-on who gets what and don't buy gifts as an afterthought.
4. Shop smartly and early. If you haven't done it already, shop NOW!
5. Prepare cards. Buy your cards, gather your addresses, get your photos ready—and get started. Mail by the week of 12/15.
6. Hide your purchases. You know how kids and some adults are, right? Be smart and rent a storage shed if you need to!
7. Don't forget the others. Employees, bosses, church staff, mail carriers, etc. Recognize their efforts this holiday season.
8. Make travel reservations. If you'll travel, make hotel/motel reservations now. Don't drive all night and run into a no-vacancy situation or end up paying more than you should.
9. Decorate. Don't wait to get that stuff up! And invest in some new tree lights so you don't burn the house down.
10. Be charitable. Donate! Give to the less fortunate! Support the troops! You'll feel better and less stressed!

## TIPS

**Sales & Marketing:** Sending Christmas cards to insurance agents, customers, and business associates is a great way to say "thank you" and improve your relationship with these important people.

**Profitability & Management:** Knowing what your "cost per hour sold" is today versus six months ago is a good indicator of the rate increases you should present to your DRP's. This data also provides justification when asked about increases. Also, moving your "door rate" is a good first step to increasing DRP rates.

**Production & Cycle Time:** If the vehicle is torn down during the estimation process, go ahead and determine what small parts are needed—such as clips, fasteners, etc. If they are items you stock, place them in the vehicle to save time during reassembly.

**Safety & Thinking Green:** The most volatile product we use in a shop is lacquer thinner. 90% of this product is used for cleaning. Recycling 5 gallons provides 3 reusable gallons back. Recycling waste is a good cost saver and a great way to go green.

**Estimation:** Most child restraint manufacturers recommend replacement of the device any time it is strapped in the vehicle during an accident, whether it is occupied or not. When writing an estimate, don't forget the little ones. It will be added sales and you will be the hero with mom and dad.

**Technical:** When you have questions on sectioning procedures, many answers can be found at [www.i-car.com](http://www.i-car.com) in the technical section under partial replacement. If there is not a published procedure, there will probably be a link to the OEM site.

"A sense of humor is part of the art of leadership, of getting along with people, of getting things done.."

*Dwight D. Eisenhower  
(1890-1969)*

- US general & Republican politician
- Led Allies in WW II 1943-45
- Army Chief of Staff 1945-48
- President of Columbia Univ. 1948-52
- 1<sup>st</sup> Supreme Allied Commander Europe 1950-52
- 34<sup>th</sup> President of US 1953-61

## Top Ten—Reasons to Become A Body Shop Owner

10. You have a need to be yelled at each day.
9. Your girlfriend wants a ring and her father owns a body shop.
8. You are a car guy and have nothing better to do.
7. You excelled as a child at painting bicycles, overpasses and the neighbor's dog with Krylon.
6. You are certain the guy you work for is making more money than you could spend.
5. You painted a '65 Chevy in the backyard and it looked great (from 50 yards).
4. Your idea of the perfect work day is 12+ hours.
3. You have trouble making decisions, so you like being told what to do (insurers, techs, customers).
2. You want to own a business that is challenging, rewarding, and that only a real winner can excel in.
1. While there is little thanks, you will sleep well knowing you solved someone's problem and improved their quality of life.



DATE	CLASS/EVENT & LOCATION	<i>*Tony's classes!</i>
Dec. 2-3	DuPont Color Solutions—Marietta, GA	
Dec. 3	I-CAR REF03 Ref. Equip. & VOC Regs.— Charlotte, NC	
Dec. 4	I-CAR PLA01 Plastic Welding Repair—Nashville, TN	
Dec. 6	I-CAR DAM01 Vehicle Identification, Estimating—Memphis, TN	
Dec. 8	TCRA Introduction Meeting for local Middle TN Chapter—Dickson, TN	
Dec. 9*	I-CAR REF02 Surface Preparation & Masking—Memphis, TN	
Dec 9-11	DuPont Refinisher Certification—Jacksonville, FL	
Dec 10	I-CAR WCS01 Steel DMA Welding—Memphis, TN	
Dec. 11*	I-CAR REF04 Detailing—Memphis, TN	
Dec. 13	I-CAR ALT02 Hybrid Electric & Alternative Fuel Vehicles – Jackson, TN	
Dec. 13	I-CAR GEN01 Collision Repair Overview for Corv Z06 – Jackson, TN	
Dec. 13	I-CAR ALT02 Hybrid Electric & Alternative Fuel Vehicles – Jackson, TN	
Dec. 16-18	DuPont Refinisher Certification—Marietta, GA	

## Upcoming certification classes

Contact Tony Nethery at 731-424-7008 for more info. on classes & upcoming events—including the *Tennessee Collision Repair Association* monthly meeting on January 13<sup>th</sup>.

*Please note that all Tony's Memphis classes are held at the Fletcher Creek store.*

## It could happen!



**HA!** Bubba was driving down a narrow country road and met another car coming from the opposite direction. Although there was room to pass easily, Bubba forced the oncoming car to slow down. Then he leaned out the window and shouted 'Pig'. The other driver looked in his rear view mirror and swore at Bubba. Then his car hit the pig.

Ask your local **COLORMATCH** sales representative about the great deals available in December.

**See our Paper Extravaganza In the December Sales Flyer**



As a retired gentleman was driving his old car down the highway, his cell phone rang. Answering, he heard his wife's voice urgently warning him, 'Sweetie, I just heard on the news that there's a car going the wrong way on I-40. Please be careful!'

'Goll darn it, honey,' he said, 'Its not just one car. Its hundreds of them!'