

COLORMATCH gold



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COLORMATCH Publications Available Monthly by Email

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

Provide your contact name, email address, and advise us which publications go where. We will accommodate your multiple requests!

Please send requests to:
solutions@colormatch.com

Marketing is your recipe for success

COLORMATCH has a real desire to help our customers find the ammunition they need to win some of the battles confronting the collision industry. The result of this desire is that we have scheduled several training events in 2009 to help benefit your business. We are especially excited about our **Business Development Seminars**, which will take place at various convenient locations each quarter. The sessions will last about 2 hours and include dinner, as well as a different topic each quarter. Our introduction seminar, **“Getting Your Slice of the Pie”**, will provide fresh ways to gain success through marketing.

Marketing is the entire process of bringing products from conception into existence and then delivering them for a profit. The “for a profit” part is the “slice of the pie”, which comes through successful marketing. Marketing is not advertising, although advertising is always a key ingredient of any marketing strategy. Other basic ingredients, along with a great recipe, are also required before anyone gets their slice and can enjoy the results. We have some basic ingredients for your pie recipe that you may not have considered. In these upcoming seminars, we will discuss how the following aspects of marketing relate specifically to the collision industry and the success of body shops:

- General info on marketing—*what it is; what it is not; why it’s necessary.*
- Determine who is defining your market—*you, your customers, the insurance companies, or the economy.*
- Developing a marketing plan—*making goals and sticking to them.*
- Developing a marketing budget—*why you need one.*
- Getting the biggest bang for the buck—*get the most out of your investment.*
- Getting everyone marketing for you—*employees, vendors, insurance companies, local insurance agents, etc.*

We invite you to attend our seminar this quarter, in one of the cities listed on the inset to the right. Specific locations will be announced shortly in advance of the event. Seats are limited, so be sure to call early for reservations. We look forward to seeing you there almost as much as we look forward to seeing you enjoy a big slice of the pie.

“Getting Your Slice of the Pie” COLORMATCH Business Development Seminar



The cost of the seminars is \$25/shop, including dinner. Please contact your local store or sales rep to make reservations. The Memphis session will be held at the Perkins Restaurant on Sycamore View from 6—8 pm.

DATE	LOCATION
Feb 5	Memphis, TN
Feb 12	Evansville, IN
Feb 26	Bristol, TN
Mar 10	Jackson, TN
Mar 19	Pascagoula, MS
Mar 24	Nashville, TN
Mar 31	Clarksville, TN

TIPS

Sales & Marketing: How often have you promised a customer a touch-up, only to be embarrassed that it was not done when the customer arrived for pick-up? Document special customer requests by creating reminders for multiple employees to find prior to delivery.

Profitability & Management: Do you know what tasks each of your techs likes and dislikes? Research shows that companies are the most profitable and employees are the most productive when they are doing what they prefer.

Production & Cycle Time: A survey of shop owners indicates they have different methods of defining cycle time. Make sure your definitions and measurements correspond with the insurance companies providing your business; and educate all your employees accordingly.

Safety & Thinking Green: Promoting your shop as "GREEN" is a very effective marketing tool. Also, as you look for ways to be green, you will find many opportunities to make your shop more EPA/OSHA efficient.

Estimation: Have you ever clicked on a replacement part that had no price? The estimation system usually makes this obvious. However, when paint time is missing, there is no indication from the system. Some sources say that structural parts may be missing paint time 30% to 40% of the time, so be sure to review paint times.

Technical: The "H" notes in CCC take priority over P-pages, because they are direct from the manufacturer and are vehicle specific. These can be copied and pasted to the estimate, in order to document things such as supplemental restraint information or the amount of refrigerant required for a vehicle.

"I am always ready to learn although I do not always like being taught."

*Winston Churchill, 1874-1965
Twice Prime Minister of U.K.
Statesman, Orator
Nobel Prize Author*

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

Top Ten —Learning Strategies

10. DO NOT PROCRASTINATE—*Decide not to wait. Pursue continued education NOW!*
9. Interest—*Select a course or program that appeals to you and will keep your attention.*
8. MOTIVATION—*Set goals, always keeping the advantages and results of continuing education in mind.*
7. PREPARATION—*Do preliminary research on the class/subject matter so things are not completely unfamiliar.*
6. ORGANIZATION—*Have everything ready and in order so you can concentrate on learning.*
5. CONCENTRATION—*Be well rested and keep your focus!*
4. NOTES—*Write it down yourself, you'll understand and remember it better.*
3. LISTEN—*Pay careful attention. Be an intentional and an active listener.*
2. ASK—*If you don't understand, ASK! You're spending time & money, so make sure you understand it.*
1. ACTION—*Don't just be a classroom junkie, apply what you have learned!*

COLORMATCH **10**
TOP

The latest addition to the **COLORMATCH** family is our new store at:

1812 Alpine Drive, Suite A
Clarksville, Tennessee 37040
Tel 931-648-9426
Fax 931-648-9428

The staff at Clarksville will be glad to help you, including
Store Mgr.-Jerry Swift
Driver-Roy Monday
Outside Sales-Kyle Bellamy.
Dist. Mgr.-Sam Fleming
Sales-Dwayne Dean
Techs-Dale Black & Dale Foxx

Be sure to drop by for a visit if you're in the area!

Congratulations Clarksville!



off the mark.com by Mark Parisi



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

HOT DEALS

A fire started on some grassland near a farm in Kentucky. The fire department from the nearby town was called to put the fire out. The fire proved to be more than the small town fire department could handle, so someone suggested that a rural volunteer fire department be called. Though there was doubt that they would be of any assistance, the call was made.

The volunteer fire department arrived in a dilapidated old fire truck. They drove straight towards the fire and stopped in the middle of the flames. The volunteer firemen jumped off the truck and frantically started spraying water in all directions. Soon they had snuffed out the center of the fire, breaking the blaze into two easily controllable parts.

The farmer was so impressed with the volunteer fire department's work and so grateful that his farm had been spared, that he presented the volunteer fire department with a check for \$1000. A local news reporter asked the volunteer fire captain what the department planned to do with the funds.

"That should be obvious," he responded, "the first thing we're gonna do is get the brakes fixed on that stupid fire truck."

I was driving and noticed a guy on the sidewalk holding a sign that said, 'Where will you spend eternity?'. And that kind of freaked me out because I was on my way to the DMV.