

COLORMATCH gold

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Happy New Year! COLORMATCH hopes that you had a great '08 and we wish you all the best for this coming year. Everyone wants prosperity in 2009, but how do we accomplish that in the present financial climate? In spite of a downturned economy and a gloomy prediction for the near future, the 2009 forecast can be bright for your company. Three ways to get ahead, no matter what's going on around you, is to examine the past, be the cream of the crop, and prepare with the right tools. The philosopher and writer, George Santayana said, "Those who cannot remember the past, are condemned to repeat it". So, if you made mistakes last year, learn from them (and don't repeat them). Also, try to learn from the mistakes of others. It's always a good policy to be aware of what the other players in your field are doing—good or bad—and learn from them as well. Emulate the victories and avoid the pitfalls!

ZOOM right to the top in 2009

The best and the worthiest come in ahead of everyone else. The adage, "The cream rises to the top" holds true in all areas of life, and especially applies to business and finance during difficult times. If you start by having the attitude that you will rise to the top, and let your actions follow your attitude, your results will also follow suit! Bob Mitchell, owner of Mitchell's Body Shop, in Jackson, TN, and TCRA (Tennessee Collision Repair Assoc.) Chairman, recently said, "When tough times come, those who did not prepare and the heel nippers will go away, and that can be a good thing for the shops that are prepared." In other words, when the going does gets tough, it can be great for the cream!



In order to be prepared you need to have the right tools, and this is where COLORMATCH can help you. We don't just sell and distribute PBE products and offer customer service and technical advice. We have several additional tools to assist you—COLORMATCH Gold, our monthly newsletter, which has pertinent articles and commentaries, profitable tips, a list of industry events, and a touch of humor—COLORMATCH Sales Flyer, our monthly list of specials, everyday items, and new product intros—and the Benchmark Performance Report, a customized purchasing report for our clients. These publications can be delivered to you by our sales team, and you can subscribe to them by email. (See inset.)

The Business Development Staff at COLORMATCH is looking forward to working with each of you this year, and plans to bring new specialized business seminars, exciting events, and more helpful tools your way. We look forward to a new year with its challenges and rewards and we sincerely thank you for your ongoing business!

VALUABLE EXPERIENCETURNED INTO GOLDEN NUGGETS
OF INFORMATION FOR YOU TO TREASURE.

COLORMATCH Email Publications

Help us to communicate better with you! Would you like to receive the COLORMATCH Gold Newsletter by email? You can also receive our monthly COLORMATCH Sales Flyer by email to learn about new products and know what sales are going on!

And if you want to stay really informed, subscribe to our special monthly Benchmark Performance Trend. This is a customized purchasing report designed just for you! It provides a six month running look at your COLORMATCH purchases, including the last 30 days—arranged by product category and defined by dollar amount and percentage of total dollars spent. You can use the report for historical analysis, budgeting and forecasting!

If you are interested in receiving any or all of these publications—or your monthly statement by email—please provide us with your contact name, email address, and advise us which publications go where. We will accommodate your multiple requests!

Please send requests to:
georgia.thorson@colormatch.com

**Statements
available on line!!!**

The Best TIPS of '08

Sales & Marketing: A repeat customer is one whose respect has already been won. These customers are typically easier to please and are one of your best marketing friends. Your goal should be to never lose one of these valued customers. Research indicates that most customers leave a business because they are treated with indifference or ignored, not because of price or quality.

Profitability & Management: The fastest way to make your business more efficient is by selling more efficiently. When an estimator improves a sheet, it effects the total profitability of the shop.

Production & Cycle Time: Do you schedule delivery dates and then gripe when the vehicle is in the paint shop and not ready on time? Did it get there on time? Set completion dates for each department in order to maintain a schedule. Rushing paint will create problems every time.

Safety & Think Green: Form a *Safety or Go Green* Committee and reward the person who 1. Helps promote safe practices; 2. Has the least wasted materials; 3. Recycles the most. This is good for everybody. "To be green is to save green."

Estimation: Make sure your estimator is aware of products that can be resold. Dave Dunn suggests displaying these items with current list prices in the estimation bay. The *COLORMATCH Benchmark Performance Report* (see front) includes details that bring your attention to products that should be resold.

Technical: Did you know that Sodium Hydroxide (airbag residue) is almost a million times more alkaline than eggs? Therefore, it's important that airbag residue is neutralized after airbag deployment. This information can be documented in I-CAR Refinish IV, Module 1, Topic D on the student CD.

"Good works do not make a good man; but a good man does good works."

*Martin Luther
1483-1546*

*German monk, theologian,
professor, and church reformer*

"The best preparation for good work tomorrow is good work today."

*Elbert Hubbard
1856-1915*

*American editor, publisher,
writer, and philosopher. (He and
his wife died on the Lusitania).*

Top Ten Sales Tools of '08—



10. UP-SELL (*Increase sales on jobs that are already there.*)
9. PROPER SOFTWARE & TOOLS ARE ESSENTIAL (*PC, flashlight, chamois, camera, measuring devices, etc.*)
8. INFORMATION ON THE PROCESS (*Avoid customer frustration and explain what goes on.*)
7. A SUITABLE ENVIRONMENT (*The sales process requires appropriate space and fixtures.*)
6. A GOOD RECEPTION (*Everyone who greets potential customers needs to be prepared and presentable.*)
5. A CLEAN PLACE (*Research says that 60% of your work is brought to you by the female population.*)
4. PROFESSIONALISM (*We train other staff, but seem to think sales will just happen.*)
3. EMPATHY (*Although we deal with it everyday, the customer's experience is anything but routine.*)
2. INTEGRITY (*If we start down a shady road we may find the tunnel it becomes has a train in it.*)
1. ASK FOR THE SALE (*Research indicates the average person says "no" 5 times before they say "yes".*)

DATE	2009 CLASS/EVENT & LOCATION
Jan 13	TCRA (TN Collision Repair Assoc.) Meeting, Jackson, TN
Jan 13	I-CAR—ALT-01—Electric & Electric Hybrid Vehicles—Mobile, AL
Jan 15	I-CAR STA-01—Cosmetic Straightening Aluminum—Mobile, AL
Jan 16	I-CAR REF-02—Surface Preparation & Masking—Mobile, AL
Jan 17	I-CAR MEA-01—Measuring—Mobile, AL
Jan 17	I-CAR GLA-02—Stationary Glass—Mobile, AL
Jan 21	I-CAR FOM-01—Automotive Foams—Memphis, TN
Jan 28	I-CAR SPA-01—Structural Aluminum Design & Repair—Memphis, TN
Jan 29	COLORMATCH Business Development Seminar—Memphis, TN
Feb 2	I-CAR ALT-01—Electric & Electric Hybrid Vehicles—Memphis, TN
Feb 3	I-CAR STA-01—Cosmetic Straightening Aluminum—Memphis, TN
Feb 5	COLORMATCH Business Development Seminar—Owensboro, KY

Contact Tony Nethery at 731-424-7008 for more info. on classes & upcoming events—

Learn & Earn!

Please contact your sales rep for information on other special training opportunities from:

- DuPont
- I-CAR
- Masters
- 3M

off the mark.com by Mark Parisi



What happens when a frog's car breaks down?
....It gets toad away.

You might be a redneck if....
...the primary color of your car is "bondo".

Sitting on the side of the road waiting to catch speeding drivers, a State Trooper sees a car puttering along at 22 mph. He thinks to himself, 'This driver is as dangerous as a speeder!'

So he turns on his lights and pulls the driver over. Approaching the car, he notices that there are five elderly ladies - two in the front seat and three in the back, wide-eyed and white as ghosts.

The driver, obviously confused, says to him, 'Officer, I don't understand. I was going the exact speed limit. What seems to be the problem?'

The trooper trying to contain a chuckle, explains to her that 22 was the route number, not the speed limit. A bit embarrassed, the woman grinned and thanked the officer for pointing out her error.

'But before you go, Ma'am, I have to ask, is everyone in this car OK? 'These women seem awfully shaken.'

'Oh, they'll be all right in a minute, officer.

We just got off Route 127.

Ask your local
COLORMATCH
sales representative
about the great deals on
spray guns & accessories
available in January.

