

# COLORMATCH gold

- ▶ TIPS & TOP 10 ..... 2
- ▶ COLORMATCH TEAM..... 2
- ▶ HUMOR & WISDOM ..... 2



## Advantage Through Education



### “Give Me Your Keys, Please”

#### Keeping your RPM's up

What gauges are you looking at to determine if your business RPM's are where they should be? And if your business engine isn't revved up and humming the way you'd like, you might want to find out why. Sometimes we get in a low rut because of how our daily routine affects our attitude. We get battered to the point that we're just about running at idle, when we could be rotating around 19,000 rpm, like a Formula One race car!

In the automobile collision industry we are in a constant struggle and balancing act with everyone outside our own body shop. We feel as though we're between a rock and hard place when we try to juggle the demands of our customers against the tight squeeze of their insurers. *This can get to you after a while!*

We've learned to protect our emotions from customers who are in crisis mode due to their situation and the condition of their vehicle. We certainly cannot allow ourselves to feel too

sorry for them, and get caught up in their pain and turmoil, not to mention their demands—some legitimate, and some downright preposterous! And to some of us collision folks, they all seem the same anyway—another red car; another rear-end collision; and another upset person to deal with!

Mixed in the equation, we also have the insurers to deal with! They are always in defense mode, trying to protect their position and profitability. We can't alienate them, because in reality, they are our best customers. Insurers may not be in crisis mode and we can always negotiate with them, but that doesn't prevent the mind-numbing turmoil that seems to put us in a low rev spin!

The resulting condition of this downward attitude spiral is a kind of apathy that keeps us far from the cutting edge. Apathy is defined as the absence or suppression of passion, emotion, or excitement; a lack of interest in or concern for things. Apathy is a dangerous condition that consumes every-

thing around it. But what can anyone do about it and how do we prevent it from happening?

Perhaps a leadership tune up will help! A leader is someone who provides guidance and direction, so the first step is to become a leader with a changed attitude. Here are a few ideas to rev up your organization and annihilate apathy:

1. Shake it up and do something different—*add some energy and enthusiasm.*
2. Provide some basic customer service training on how to offer great service without emotional attachment.
3. Learn negotiating skills and make an interesting game out of negotiation.
4. Learn from mistakes and focus on the positive side of things.
5. And remember, according to John Maxwell, *the whole world rises and falls on leadership. And so can the attitude in your body shop.*



#### Business Development Seminar

Be sure to attend our 3<sup>rd</sup> 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
July 16	Clarksville, TN
July 21	Nashville, TN
July 23	Jackson, TN
Aug 27	Evansville, IN
Sept 10	Mobile, AL
Sept 17	Memphis, TN

*Our final 2<sup>nd</sup> quarter session "Estimating for Profit" will be held on June 25<sup>th</sup> in Mobile, AL.*

#### 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](mailto:solutions@colormatch.com)

# COLORMATCH TIPS

## Sales & Marketing:

How often have you had to explain why something wasn't repaired when the customer comes to pick up their vehicle? Using water soluble markers to circle damage is a good way to show customers how much old damage is on a vehicle and a good way to create up-sells for your business.

## Profitability & Management:

Partial tear down of most vehicles will help with parts ordering and repair planning. It does not require a highly skilled technician or a lot of tools. The time it takes will be easily recovered in the repair process.

## Production & Cycle Time:

Having vehicle notes that are complete and accurate will save the technician and the production manager from constantly re-viewing the repair order. Make sure that your shop has a system that everyone understands.

## Safety & Thinking Green:

With the increase of Hybrids in the market place it is certain that we will see more hybrid vehicles in the repair shop. Make sure that your shop and technicians have the tools and training to safely repair these vehicles.

## Estimation:

Making a few comparative measurements when analyzing structural damage for the estimate will allow you to justify repair times and help you find all the damage, preventing costly delays and supplements.

## Technical:

Dissimilar metals will corrode each other. Make sure you reinstall all gaskets and coated fasteners when attaching aluminum parts to a steel structure. Note that many one-time use fasteners will need to be replaced.

## Wise Quotes

**"Not everything that can be counted counts, and not everything that counts can be counted."**

*Albert Einstein  
German Physicist  
1879-1955*

**"Efficiency is doing things right; effectiveness is doing the right things ."**

*Peter Drucker  
Management Guru  
1909-2005*



Guests waiting in line for food, while Dale Foxx from COLORMATCH explains a point.



**COLORMATCH**  
Customer  
Appreciation  
Cook-Out  
held May 7<sup>th</sup> in  
Madison, TN

*Thank you  
to all our  
guests!*



The crowd really enjoyed the camaraderie and the food cooked by Charlie Brewer and Geary Fryer from COLORMATCH. Thanks, guys!



Jan Warner from Bradshaw's and Kim Binkley from COLORMATCH after enjoying a great meal.



The tables were all filled, so the crew from Crest Cadillac made themselves comfy on the floor.

## Introducing the COLORMATCH Team



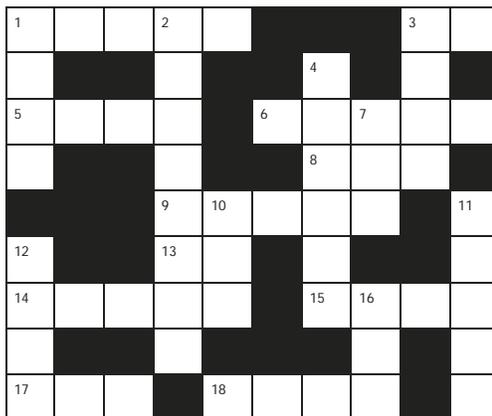
**Russell Graves**  
Sales  
W. Tennessee Group

Russell has been with COLORMATCH 3 years, bringing 22 years of car service & body shop experience. In addition, he has spent several years in OEM sales. His business philosophy is to be himself and build long-term customer relationships. During the summer season, Russell heads up his family RGR Drag Racing Team.



**Tony Nethery**  
Bus. Develop. Mgr.  
Hub City PBE

Tony has been with COLORMATCH 5 years. He has collision industry experience as a body shop tech, estimator, manager, and vo-tech teacher. Tony's philosophy is that timing is everything. He wants to make sure customers are doing the right thing at the right time. In his spare time, Tony plays drums with a Christian band & spends time with his family.



## COLORMATCH Crossword Puzzle

### ACROSS

- 1 Spray gun maker
- 3 'Yes', south of the border
- 5 Saturn model or halo
- 6 We drive & repair them
- 8 Your dad or a soda
- 9 Auto body paint line
- 13 Opposite of isn't
- 14 Lifting device, large hoist
- 15 Sound...or shade of color
- 17 Goal/focus
- 18 Sliced bread in wrapper

### DOWN

- 1 Association that teaches
- 2 What #1 down provides
- 3 Traffic sign
- 4 Paint manufacturer
- 7 2000 lbs
- 10 Certification
- 11 '\_\_\_\_\_' of the accident
- 12 State industry org.
- 16 Switch setting

Answers by email:  
[solutions@colormatch.com](mailto:solutions@colormatch.com)



## Things NOT to say when stopped by a police officer

- Bad cop! No doughnut!
- You're not gonna check the trunk, are you?

- I can't reach my license unless you hold my beer.
- Sorry officer, I didn't realize my radar detector wasn't plugged in.
- Aren't you the guy from the Village People?
- Do you know why you pulled me over? Okay, just so one of us does....

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](mailto:solutions@colormatch.com)