

COLORMATCH gold

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▶ COLORMATCH TOP 10	2
▶ IDEAS AND TIPS	2
▶ UPCOMING EVENTS	2



Your Competition May Be Your Best Friend

Most every person finds something in their life that inspires competition. For most of us it may have been a sport like football or racing cars, but as we have become business people, our business may be our largest source of competition. Most great business leaders believe and understand that when used correctly, competition is a good thing. Let's explore two avenues that use competition in a positive light.

1. *Copy the good things*—Marc Benioff, chairman and CEO of Salesforce.com states, "If there wasn't any competition, I'd be very worried, because it would mean we were not doing very well." Benioff also points out that the best gauge of your success may be how many people are attempting to copy or model their efforts after you. Who are you modeling your business after? Have you moved ahead of your competition? Do you know about their most recent successes and failures? We do not suggest you clone your shop from someone else, however, we do suggest that you use your competition as a tool to learn from and gauge your own efforts. If a business has good practices and develops from its best competition, and vice-versa, both will become stronger and will soon dominate their market.

2. *Help, don't hinder each other* —W. Edwards Deming, the famous American business consultant, is considered a hero in Japan for his positive impact on Japanese manufacturing and business after WWII. He said, "Competition should not be for a share of the market—but to expand the market." Automotive collision industry professionals recognize that we are often our own worst enemy. We have been so busy writing competitive estimates that we have often competed our way right out of profitability. If your competitor identifies an operation that he is doing and expects to be paid for it, why would you not expect the same thing—as opposed to making it an opportunity to find favor with the insurer? We are all better off when we explain more to the customer, educate the insurer and expand the market so that we work smarter and not harder. Don't you want to do the same?

Author Jim Stovall was honored by Forbes when the magazine's CEO said, "Jim Stovall is one of the most extraordinary men of our era." Stovall is quoted as saying, "You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help one another, everybody wins."



Howard Putnam

Jeff Bezos

Zig Ziglar

It Isn't Winner Takes All!

Howard Putnam is a successful business executive and speaker. He is the former CEO of Southwest Airlines and is the first CEO to take a major airline, Braniff International, into—through—and out of Chapter 11, getting it flying again in less than two years. He emphasizes leadership, change, transformation, customer service, teams and ethics.

In his leadership series, "It Isn't Winner Take All", Putnam states the following:

Jeff Bezos, founder and CEO of Amazon.com, was asked by USA Today about all the competition Amazon faces. He said: "Our premise is there are going to be a lot of winners. It's not winner take all. Other people do not have to lose for us to win."

A very profound statement. Many organizations think they have to put the competition out of business to succeed. Our philosophy at Southwest, when I was there, and years later it still seems to be: "Expand the size of the pie, increase the total market."

I have known Zig Ziglar, the famous motivation speaker for many years. Zig is quoted as saying about the speaking business: "If you help enough other people get what they want, you will get what you want."

When you bring people together and build on partnerships and collaborations, you also build friendships and "everyone wins."

VALUABLE EXPERIENCE TURNED INTO GOLDEN NUGGETS
OF INFORMATION FOR YOU TO TREASURE.

TIPS



Sales & Marketing: Have you ever tried to sell a customer and thought after they left, "I should have said?" Next time, write that idea down—maybe even start a series of index cards to review from time to time. When the same objection comes up again, you'll be ready.

Profitability & Management: If you have multiple DRP's, consider all the requirements for each one and generate a list that satisfies all. This becomes the standard so that you and your staff always know what pictures to take and what information to capture. This will prevent costly mistakes and eliminate wasting valuable cycle time when processing the job.

Production & Cycle Time: The most time wasted in a repair shop is time spent searching for information. Utilize time wisely and make it valuable by researching repairs ahead of time to generate all the necessary information: paint codes, VIN No's, measurements, refrigerant requirements, etc.

Safety & Thinking Green: It is a costly habit, a waste of our resources, and increased potential for accidents when a technician rushes a through the repair process. Baking too long or at higher temperatures not only wastes gas, but may ruin a nice job.

Estimation: There are hundreds of makes, new models each year, with thousands of options, and millions of repair procedures. Considering this, why do estimators rely on their mental capacity to write estimates from memory? Audit each other, use reminders, a checklist, or some sort of tool. In this case, to err is human, to forgive okay, but to continue—will bankrupt you.

Technical: I-CAR has a web-site link that provides a repair matrix that directs you to generalized published information on the procedure for sectioning a vehicle. There is also a link to the vehicle makers repair procedure web-site. Go to: www.i-car.com and click on *Technical Information* and then *Partial Replacement Recommendations*.

Top Ten—Production Procedures to Maximize Cycle Time



1. Tell the Sales Department what size and type of jobs the shop schedule permits.
2. Begin the paperwork process and sign the authorization when the job is scheduled.
3. Order parts prior to the work arriving.
4. Assign the painter/paint team to edge parts before vehicle arrival. (Requires paint code ahead of time.)
5. Teardown and create "Supplement" as soon as vehicle arrives.
6. Write special instructions on glass with "Autowriter".
7. Place "Supplement Request(s)" with vehicle and review daily for approval/additional parts order.
8. Place vehicle metal shop "Out Date" and paint shop "Out Date" on window.
9. Schedule vehicle for timeslot in booth to allow prep time & dry time.
10. Determine that repairs are all complete prior to detail to prevent redoing the detail.

DATE	CLASS & LOCATION	<i>*Tony's classes!</i>
Nov. 6	I-CAR REF01 Ref. Equip. & VOC Regs.—Jacksonsonville, FL	
Nov. 6	I-CAR REF 01 Ref. Equip. & VOC Regs. – New Orleans, LA	
Nov. 8	I-CAR REF 03 Color Theory, Application, Tinting – N. Charleston, SC	
Nov. 11-13	DuPont Refinisher Certification—Marietta, GA	
Nov. 18*	I-CAR DAM05 Alum. Panels & Struc. Damage Analysis—Memphis, TN	
Nov. 20*	I-CAR STA01 Cosmetic Straightening Aluminum—Memphis, TN	
Nov. 20	I-CAR REF03 Ref. Equip. & VOC Regs. – Jacksonville, FL	
Dec. 2-3	DuPont Color Solutions—Marietta, GA	
Dec. 3	I-CAR REF03 Ref. Equip. & VOC Regs. – Charlotte, NC	
Dec. 9*	I-CAR REF02 Surface Preparation & Masking—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	

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 November 11th.

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



< These two photos were taken at a recent COLORMATCH hands-on waterborne training session in Norcross, Georgia.

HA!

MECHANICS DICTIONARY

MECHANIC'S KNIFE: Used to open and slice through the contents of cardboard cartons delivered to your front door; works particularly well on boxes containing convertible tops or tonneau covers.

HYDRAULIC FLOOR JACK: Used for lowering a Mustang to the ground after you have installed a set of Ford Motorsports lowered road springs, trapping the jack handle firmly under the front air dam.

EIGHT-FOOT LONG DOUGLAS FIR 2x4: Used for levering a car upward off a hydraulic jack.

TWEEZERS: A tool for removing wood splinters. (Before using, clean off gnats stuck in dried paint.)

PHONE: Tool for calling your neighbor Chris to see if he has another hydraulic floor jack.

TWO-TON HYDRAULIC ENGINE HOIST: A handy tool for testing the tensile strength of ground straps and hydraulic clutch lines you may have forgotten to disconnect.

“Competition creates better products, alliances create better companies.”

**Brian Graham
Baseball Player & Coach**

Ask your local COLORMATCH sales representative about all of the great deals available in November.

Be sure to see our November Sales Flyer

