

COLORMATCH gold



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solutions@colormatch.com

Business Development Seminar

Advantage Through Education



It's Conference & EXPO Time!

The theme for this year's NACE/ CARS Expo is "New Realities. New Strategies." This is an appropriate title for what is represented as 'The World's Collision Repair Event' by the International Autobody Congress & Exposition, sponsored by ASA. The event this year will be held at the Mandalay Bay Convention Center in Las Vegas from November 4th—7th.

Last year 23,327 professionals were in attendance and 362 companies participated. There were 93 sessions provided, and 1,278 booths occupied. 2009 promises to be another huge event that you won't want to miss. DuPont Performance Coatings is sponsoring the keynote speaker for the opening session this year, Capt. "Sully" (Chesley Sullenberger III), who heroically landed US Airways flight 1549 in the Hudson River on Jan 15th, saving 155 lives. He will address how safety is paramount in proper automotive repair.

Two NACE exhibitors are donating a \$92,000 'Stimulus Package Give-away'. One lucky NACE attendee will be awarded a new Chassis Line Lift 'N Rak Pro™ (frame rack), valued at \$7,000 and an Accudraft TITAN™ waterborne spray booth valued at \$85,000. Someone has to win and it could be you!

On-line registration and discount accommodations are available for attendees, so don't delay in making your travel arrangements. Go to www.naceexpo.com for additional information and details.

The SEMA Show for automotive specialty performance products will be held at the Las Vegas Convention Center from November 3rd—6th. Details are available at www.semashow.com. An interesting assortment of famous personalities will be on hand at this event, including some professional rodeo bull riders, a few MMA celebrities, vehicle artist Artie Schilling, 'Mad

Mike' from *Pimp My Ride*, and designers and drivers like Chip Foose, Johnny Unser, and Mario Andretti, to name a few.

Aside from the fun and glitter, attending these shows is good for business—they provide opportunities to attend educational seminars, product demos, special events, and networking sessions, as well as providing a venue to market and promote yourself and your company. However, if you can't take the time or the funds to go to Vegas in November, you can definitely plan to attend all the industry events that come up in your own local area. Of special interest are the SCRS affiliated meetings and trade shows coming in October at the TCRA (Tennessee Collision Repairers Association) and the IACA (Indiana Autobody Collision Association). Refer to the reverse side for details on these local events. See you at the show!

TIME IS MONEY! How long does it take a repair to roll through your shop? Find out how to gain efficiency and save valuable time. Register for our 4th quarter seminar and enjoy dinner while learning new ways to improve what you are doing. See your local COLORMATCH sales rep for details & reservations.

DATE	LOCATION
Oct 13	Nashville, TN
Oct 22	Evansville, IN
Oct 29	Memphis, TN
Nov 10	Jackson, TN
Nov 12	Clarksville, TN
Nov 19	Kingsport, TN
Dec 3	Mobile, AL

COLORMATCH TIPS

Sales & Marketing: Use your estimation or management system to create a database of customers to market your business to. 90% will return if your service is excellent. Even though they may not need repairs immediately, they may have friends & family who do.

Profitability & Management: Sharing a daily sales goal with all of your staff is a great way to increase productivity. Most employees know only what they complete themselves, but have no idea how the shop is performing. Advise them what your sales and operating expenses are, and set daily sales goals.

Production & Cycle Time: Using multiple color markers to identify damage that should be repaired or excluded is a great way to reduce confusion and wasted time in the repair process. Whatever the system becomes, train employees to follow the same protocol.

Safety & Thinking Green: As an industry, we are aware of the hazardous materials we use and the environmental issues involved. However, many of us never think about the tremendous amount of paper products and other recyclable materials we use in the office. Many of the day-to-day operations that we use printed copies for could be accomplished through some electronic medium.

Estimation: No matter who is paying for the damage, the customer has ultimate decision about who can repair their vehicle. Having a document to use as a sales tool that authorizes you to *only* disassemble their vehicle for estimation may give you the opportunity not only for a complete estimate, but also the entire job.

Technical: Most shops repair many makes and models of vehicles. Even if we have accurate repair information and good technicians it is still difficult to stay current with new models. To help, I-CAR has developed NEW-10, a class that deals with this issue and covers new features coming out in 2010.

Wise Quotes

"When it comes to the future, there are 3 kinds of people: those who let it happen, those who make it happen, and those who wonder what happened."

*John M. Richardson, Jr.
American academician, lecturer
1938-*

"Always in motion is the future."

*Yoda
Jedi Master, Galactic Republic*

ADDITIONAL UPCOMING INDUSTRY EVENTS—

October 9th—10th Indiana Autobody Collision Association

*IABA Convention & Technology Exhibition
Lincoln College of Technology, 5022 West 79th Street, Indianapolis, IN*



Reception Friday night with keynote address from Mike Anderson—a nationally recognized and highly respected speaker, instructor, shop owner, and industry advocate who mixes passion, expertise, and humor as he discusses cutting edge management techniques.

Saturday includes a convention car show, top exhibitors, an advanced welding demo, an I-CAR program regarding 2010 vehicle repair concerns, and hands-on demos.

For information, go online www.iaba.info or contact Tony Passwater at 317-290-0611 X88

October 15th Tennessee Collision Repairers Association

*TCRA Trade Show & Dinner
The Renaissance Center, 855 Highway 46 South, Dickson, TN
3 pm Trade Show—6 pm Dinner—7 pm Meeting*



Event sponsors will have tables at the trade show displaying products, services and information specific to the automotive refinish industry. The featured speaker at the meeting is Aaron Schulenburg, SCRS Executive Director. He is a frequent guest speaker at numerous state and regional associations, business development groups, corporate conferences, and national forums.

For information, go online www.tncollision.net or contact Tony Nethery at 731-267-5627.

Introducing the COLORMATCH Team at our store in Madison, Tennessee



Paul Black, Mgr.



Kim Binkley, Sales



Jonathan McClure



Sue Devore



Geary Fryer, Sales



Joan Arrington



Paul Scaglione

7 Tips on Keeping Customers for Life

Excerpted from a Microsoft Small Business e-article by Jeff Wuorio

1. Get the basics right and deliver what you promised. Be sure that the core of what you do deserves long term customer loyalty.
2. Expect the best from customers and treat every customer as special and worthy.
3. After you get the basics, exceed what is expected. Offer great products and awesome service.
4. Make customers part of the process. Focus on them, and not just the bottom line. Long-term solvency is derived from customers who are there for the long-haul.
5. Nurture lifelong employees. To maintain a consistent emphasis on a supportive, responsive environment, treat your employees like they're customers you want to see year after year.
6. Do what it takes to make loyal customers stick around, like offering discounts for repeat business.
7. Not everyone will be a lifelong customer. Monitor what goes into the relationship and focus your efforts wisely.