

COLORMATCH gold



Cyber Advice for Your Shop

2010 Ford F150 Raptor

These days just about everyone consults the internet to find out how to do things and where to go for things. At COLORMATCH, we thought that it would be interesting to find out what kind of advice was out there in cyberspace for people wanting to know how to select a body shop. The stuff that surfaced was intriguing to say the least. Some of the advice was amusing or ridiculous, but there was also a lot of great advice that was right on target—educational information intended to provide the average consumer with the ability to make a wise decision regarding which body shops to avoid and which to select.

The advice seemed to follow two main categories: the first—general observation (what consumers should notice with their eyes), and the second—defining specific questions (what consumers should ask the body shop). Instructions given to the general public for the purpose of body shop selection should be of great interest to anyone who owns or works in a body shop. Identifying the selection criteria your potential customers use is valuable information for addressing and correcting deficiencies or misconceptions.

Although many thoughtful questions were provided for people to ask at a body shop, suggestions weren't given about the recipient of the questions. *Who to ask* was usually left to the imagination. That leaves some disturbing possibilities. What if your shop does things right, but the wrong person is asked? Perhaps the customer chats with the receptionist, who just doesn't know? Or the detail person is consulted and speculates about an unfamiliar issue. Maybe clients leave their car for an estimate and the maintenance guy gives them a ride home and they ask him! To circumvent this dilemma, you can instruct your employees to refer certain types of questions to *someone who can skillfully handle them*, or you can train *all your employees* to properly answer most of the internet derived questions that might come up.

COLORMATCH has compiled a list of the typical advice given to consumers in the form of *observations to make* and *questions to ask* when they visit and evaluate a body shop. Check out the list on the reverse side to see how your shop measures up.

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Business Development Seminar



TIME IS MONEY! How long does it take a repair to roll through your doors? 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

3rd Quarter Bus. Dev. Seminar
"Give Me Your Keys, Please"
Sept 10—Mobile, AL
Sept 17—Memphis, TN

COLORMATCH TIPS

Sales & Marketing:

Research indicates that people may say "NO" up to 5 times, *even though they are interested in buying from you*. Many sales training programs advise that getting to the 1st "NO" can actually be positive—you can address all of the objections, and then move forward.

Profitability & Management:

A management system is only as good as the information that goes in it. We have all heard horror stories of how a shop didn't get paid because an authorization was missing, etc. Take full advantage of your system and keep good notes that will benefit your profitability.

Production & Cycle Time:

Most shops set a target delivery date, and many also set a date for metal shop hand-off to the paint department. Target as many dates as possible. If every department beats their goal, you could actually deliver early.

Safety & Thinking Green:

A monthly safety meeting is a great way to improve workplace safety. Ask your vendors to provide materials for meetings. Give away awards and prizes to employees who excel in safety. A gift certificate will build morale and cost much less than an accident.

Estimation:

Review the gross profit margins in your shop's profit centers with your estimator and explain what makes a profitable estimate. Train your estimators to work toward hitting the targets each time. For example, if you do better on parts than on labor, replace a border-line fender instead of repairing it.

Technical:

Many of the new hybrids have high voltage air conditioner systems that carry the same voltage as the battery—over 300 volts on some vehicles. Watch for the orange cables and de-energize the high voltage system before repairs. Also remember these vehicles probably use different AC oil and the wrong oil can cause severe damage to the system.

Wise Quotes

"I don't know the key to success, but the key to failure is trying to please everybody."

Bill Cosby

*American comedian, celebrity
1939-*

"If I had asked people what they wanted, they would have said faster horses."

Henry Ford

*Founder of Ford Motor Company
1863-1947*

Internet advice for consumers selecting a body shop. *Our shop advice is in italics.*

1. Ideally, look for the right body shop before you need one. *Have an active marketing campaign and don't just rely on accidents for business.*
2. Log into your carmaker's website and other industry websites to find a list of authorized body shops in your area. *Make sure you're connected where you need to be for qualified referrals, like car manufacturers, Performance Alliance, and I-CAR.*
3. Get recommendations from friends, neighbors, and acquaintances. *Protect your reputation. To know what your customers are saying about you, subscribe to a CSI program.*
4. Check the body shop out with the Better Business Bureau. *Make sure you are in good standing.*
5. Visit the shop before making a decision. *Always be prepared for company!*
6. Be discerning and don't make hasty decisions. Don't necessarily use the first shop you go to. *If you don't get the sale right away, follow up with a friendly phone call. You could be 1st and still the best.*
7. Observe the body shop to make sure everything is clean and organized, including the office, bathrooms, and shop area. *How these areas look creates an impression of your work ethic and quality.*
8. See what kind of cars are being repaired and if they look older or newer. Is the shop busy and active? *One website told customers to run if they saw a lot of older cars in various states of disrepair, or cars just sitting there. Make sure you serve a variety of clients and there's activity during working hours.*
9. Ask how long the shop has been in business. *Experience and stability really count, so flaunt it. However, if your shop is new, emphasize the experience and stability of your team and why you opened your shop.*
10. Ask if the shop customarily handles your vehicle make and model. *Be honest and clear about the experience in your shop. Think about having a mutual referral arrangement with another type of shop for jobs you can't handle and vice versa.*
11. Ask if the technicians who will work on your car are certified and qualified by ASE and I-CAR. *Credentials are impressive, so make sure you have industry affiliations and certifications neatly on display.*
12. Ask if the shop will use OEM or generic parts. If they use generic parts, are they CAPA approved? Do they use junkyard parts on older cars? *Post a parts policy with options and insurer requirements.*
13. Ask what the average turn around is and how long it will take to fix your car. *Know what your cycle time is on an average RO & explain exceptions.*
14. Ask how payments are handled and processed. *It's a good idea to have policies, guarantees, and methods of payment posted in clear, but non-adversarial language.*
15. Ask if the body shop will stand behind its work and offer a guarantee. *Be willing to offer a commitment in writing.*
16. Ask who the shop works for and go to a shop that works for you, not the insurance company. *This is touchy if you are a DRP shop, but a little reassurance can go a long way.*

Introducing the COLORMATCH Team at our Fletcher Creek store in Memphis, Tennessee



Charlie Parker, Manager

Charlie is new to COLORMATCH, and comes with 23 yrs PBE experience. 'Customer Satisfaction' is his motto. He strives to treat all customers with respect and prompt courteous service. Charlie has been married 18 yrs and enjoys music, camping, fishing & boating.



Joey Gregg, Asst. Mgr.

Joey has been with COLORMATCH almost 3 years. He treats all his customers like he's known them for years. Joey likes playing the drums for Audio Fusion and spending time with his 3 younger brothers.



Krissy Ramirez

Krissy has been with COLORMATCH a few months and loves her job. She is bilingual, speaking both English & Spanish. Krissy has been married 10 years and has 2 children. She is very active in her church and gives all her praise to the Lord!



Frank Hixson

Frank has been with COLORMATCH 10 years and was previously a repair parts & salvage inspector in the U.S. Army. He treats people the way he wants to be treated. Frank has been married 46 yrs, and enjoys building models of military equipment.