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The **AUTO BODY** Monthly

from

**D&R** AUTO PAINT AND SUPPLY

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## Have There Been Changes In Our Industry in the Last 24 Months?

### Are You Ready for the Next 24 Months?

If you're a D&R Auto Paint and Supply customer, you can be. It's all about training and we're bringing it to you. Below is the class schedule for April and May 2007. We will be holding 3 management classes and a 2 day color class all local. It's simple. We want our customers to be the best.

- April 3rd & 4th – Color Adjustment
- April 18th – Collision Repair Sales and Customer Service
- April 19th – Administrative Management
- May 23rd & 24th – Production Management

If you are a D&R Auto Paint and Supply customer and would like to attend, please contact your supplying D&R location for the proper registration form and class details.

In this newsletter you can learn about all of the management series classes.

## Do You Print and Distribute This Newsletter To Your Techs?

### Sign Them Up!

Many customers have told us that they distribute the D&R Auto Paint and Supply newsletter to their techs. Thank You! We hope it is a valuable service to your shop. If you would like your techs, managers, office staff, dealer owners, fixed op. managers, or other shop owners to receive the newsletter, simply click on the management site below and fill in the blanks. It's fast, easy, and will be appreciated by your co-workers.

[www.drautopaint.com/newsletter](http://www.drautopaint.com/newsletter)

*Sign up Dealer Owners, Managers, Techs, Office Staff, and Other Shop Owners!*

### Words to Live By:

**The best way to convince some people that they are wrong is to let them have their own way!**

**- Anonymous**

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# Administrative Management

**T**his workshop targets the benefits of an organized front office utilizing process orientation. How many office staff are needed to process repairs with maximum efficiency? How can supplements be processed easier and more efficiently? How can I increase production and profits through administration procedures? The answers to these questions and many others are revealed in this module. And like the other modules in the series, this material is designed with one common purpose in mind...improving productivity. Participants also gain insight into how to effectively involve employees in the effort to streamline administrative processes for higher levels of performance.

<b>Who Should Attend</b>	Shop Owners, Managers & Key Personnel
<b>Course Objective</b>	To provide efficient and productive ideas to improve profits through administrative process management.
<b>Course Length</b>	1 day
<b>Class Size</b>	10 minimum, 20 maximum
<b>Topics Covered</b>	<ul style="list-style-type: none"><li>• Key Steps in Organization</li><li>• Developing Systems &amp; Procedures</li><li>• Documentation &amp; Paper Flow</li><li>• Communication &amp; Delegation</li><li>• Production &amp; Parts Administration</li><li>• Staffing Requirements &amp; Accountabilities</li><li>• Estimating/Supplement Process Administration</li><li>• Scheduling</li></ul>

Note: Students will receive a training manual, handouts, lunch, refreshments and a certificate of completion. The Automotive Management Institute of ASA has evaluated this module. Successful completion of the course and submission to AMI will provide the participant with 14 credit hours towards the accredited Automotive Managers (AAM) Degree. For training registration information, 1-800-970-2283.

## SERIES OVERVIEW

The MVP Business Development Series is the industry's most widely-attended training program for collision center management. Courses offered encompass all aspects of managing a profitable collision repair business—from marketing and estimating to administrative process and production management.

Keys to the success of the Business Development Series are the real-world expertise of MVP Certified Instructors and the state-of-the-art learning environment offered at PPG Business Development Centers. A completely updated curriculum ensures this elite training series continues to lead the industry in guiding owners, managers and key personnel on practical, proven ways to improve their businesses and to succeed in a highly competitive marketplace.

## MINIMUM REQUIREMENTS:

Any PPG or Nexa Autocolor customer is eligible to attend any MVP Business Development Series course.

# Production Management

**A**nalyzing the collision repair process that starts when the vehicle is received into the production stream, this course teaches the systems used by cutting-edge collision centers to allow the vehicle to flow through production to maximum efficiencies.

Learn the insight to successfully manage the most important asset in a collision center—the production staff! This course covers handling, supervising and controlling the production department in an effort to increase both quality and quantity which is imperative in today's DRP environment.

The logistics of the course follow the damaged vehicle through the repair process from "keys to keys," with procedures designed to simplify systems and remove key bottlenecks. Learn the way to an efficient and profitable production facility developed by the top MVP shops in the country.

<b>Who Should Attend</b>	Shop Owners, Managers & Key Personnel
<b>Course Objective</b>	To provide ideas and techniques to better manage and direct the production process.
<b>Course Length</b>	2 days
<b>Class Size</b>	10 minimum, 20 maximum
<b>Topics Covered</b>	<ul style="list-style-type: none"><li>• Productivity vs. Profitability</li><li>• Production Manager Accountability</li><li>• Production Staffing Density</li><li>• Delegation &amp; Effective Management</li><li>• Parts &amp; Productivity</li><li>• Standardized Production Techniques</li><li>• Use of Visual Controls</li><li>• Simplified Scheduling Techniques</li><li>• Materials Inventory Procedures</li></ul>

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# Collision Repair Sales & Customer Service

**F**ocusing on the customer, not the vehicle, this workshop examines in detail the processes of improving the capture ratio. Writing an accurate estimate is one thing, but having the skill to close the sale is quite another. The course also focuses on tapping into new business opportunities in collision repair—including customer pay repairs, meeting DRP requirements, building customer loyalty and referral opportunities.

This module breaks down the selling process and reveals the steps necessary to increase quality, efficiency and to capture more sales. Methods are studied that can increase capture ratios by 20% or more. This course breaks down the selling process to a proven system of improved customer satisfaction and retention.

<b>Who Should Attend</b>	Shop Owners, Managers & Key Personnel
<b>Course Objective</b>	To provide ideas and concepts that will help participants tap into new business opportunities, and improve customer service and the capture ratio.
<b>Course Length</b>	1 day
<b>Class Size</b>	10 minimum, 20 maximum
<b>Topics Covered</b>	<ul style="list-style-type: none"><li>• Building a Total Sales Attitude</li><li>• Recruiting an Effective Sales Person</li><li>• Pre-Qualifying the Customer</li><li>• Developing Sales Scripts</li><li>• Sample Closing Techniques</li><li>• The Estimate, "Blueprint" for the Repairs</li><li>• The "P" Pages</li><li>• Upselling the Job</li><li>• New Business Opportunities</li></ul>

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