

**This course is designed to help your Estimators and Customer Service Representatives refine their skills in selling customers on using your repair center for their repairs.**

*"I've had my people take full advantage of the education classes your program offers. The way I see it, that makes my shops more profitable!"*

*Steve White  
Owner  
White Auto Body  
Florissant and O'Fallon, MO*

## INCREASING CLOSING RATIOS

(4 hours)

### Target Audience

Estimator, Customer Service Representative, Marketing Representative, Production Manager, Office Manager, General Manager and Owner

### Are You Experiencing:

- Monthly sales below expectations
- Poor first impression
- Indecisive customers
- Lack of a "Sales Culture"
- Low closing ratio
- Limited interaction with customers
- Inconsistent follow-up process

### This Course Will Provide:

- Information about how to nurture a "Sales Culture"
- A procedure you can use when greeting customers and building rapport; i.e., establishing a foundation for the sale
- Methods for refining your questioning skills
- Information about how to gather customer needs and tailor your presentation to those needs
- Exercises to reinforce estimate presentation skills
- Various closing techniques
- A structured follow-up process to use for un-sold estimates
- Information about how to score-keep your sales activity

Participants will have the opportunity to practice these skills through role-playing the sales process for actual repair estimates.

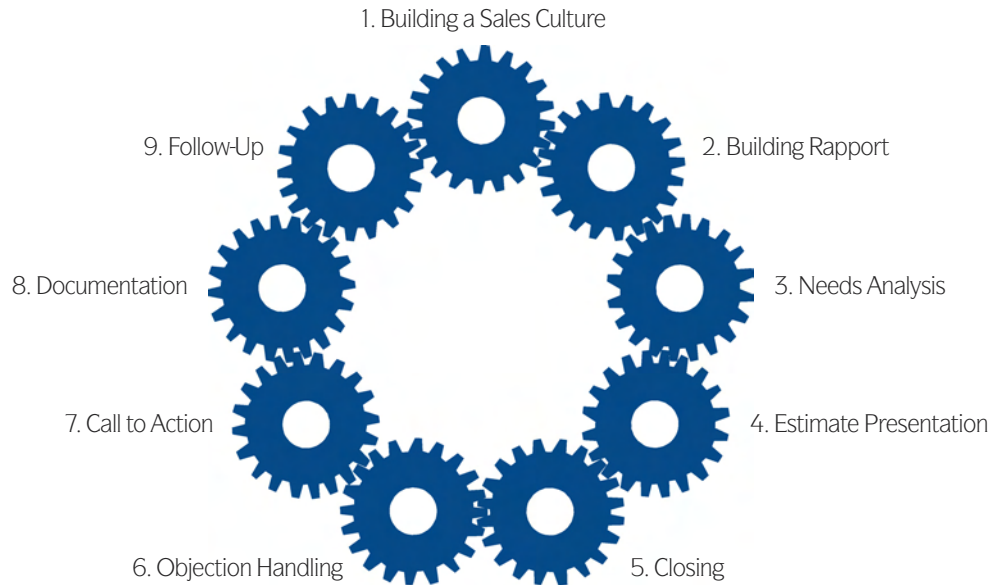
### Why We Are Different!

We understand the value of your team's time and the need to keep your staff in the repair facility maintaining production. Therefore, most classes are modular in format and delivered locally.

Instructors are Akzo Nobel employees whose only responsibility is business improvement for our customers. This interprets into great depth of knowledge and increased learning for students.



**Increasing Closing Ratios**



**Investment Analysis\***  
**Increasing Closing Ratios**

<b>Assumptions</b>	
Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

<b>Profit Drivers</b>	<b>Service Impact</b>	<b>Monthly Profit Change</b>
Sales	3.0%	\$1,170.00
Efficiency**	N/A	\$0.00
Direct Cost (as a % of sales)	N/A	\$0.00
Overhead Expense (as a % of sales)	N/A	\$0.00
<i>Total</i>		<i>\$1,170.00</i>

<b>Investment</b>	
Service Cost	\$0.00
Salary & Benefits (service execution)	\$150.00
Travel	\$100.00
Salary & Benefits (implementation)	\$600.00
Other Implementation Costs	\$500.00
<i>Total</i>	<i>\$1,350.00</i>

<b>Your Potential Return on Investment</b>	
Annual Operating Income Improvement	\$14,040.00
Investment	\$1,350.00
Return on Investment (\$)	\$12,690.00
Return on Investment (%)	940%
Investment Breakeven in Business Days	24.2



\* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.  
 \*\* Profit improvement from an increase in efficiency is expressed through an increase in sales.