

MARKETING PLANNING

This consulting engagement is designed to help your sales team improve their effectiveness in marketing your business to various referring business entities.

“Your consulting has been invaluable this past year, particularly as we worked on the acquisition, projections, planning and financing of the new location.”

*Lee Bates
Bates Custom & Collision
Houston, TX*



Target Audience

General Manager and Owner

Are You Experiencing:

- Low customer traffic
- Lack of or unproductive insurance relationships
- New DRPs which yield very low volume
- Inconsistent agent support
- Stiff competition from consolidators
- Lack of a strategy for ongoing agent visits
- Dealerships sending work to other repair centers
- Lack of in-store promotional items
- Inconsistent use of company logo on promotional items
- Other accident site influencers not encouraging the use of your repair center use

This Consulting Engagement Will Provide:

- Thorough assessment of market opportunities (market research)
- Assistance in generating more traffic to your facility
- Assistance in prioritizing target accounts
- Assistance in reaching target accounts
- Development of a marketing budget
- Step-by-step implementation plan
- Follow-up on the implementation plan

An effective sales culture affects all aspects of a business. The first phone call through the final call back for CSI is a “sales process.” Once everyone understands and believes they are part of the selling process, you have instilled a “sales culture” in your repair center.

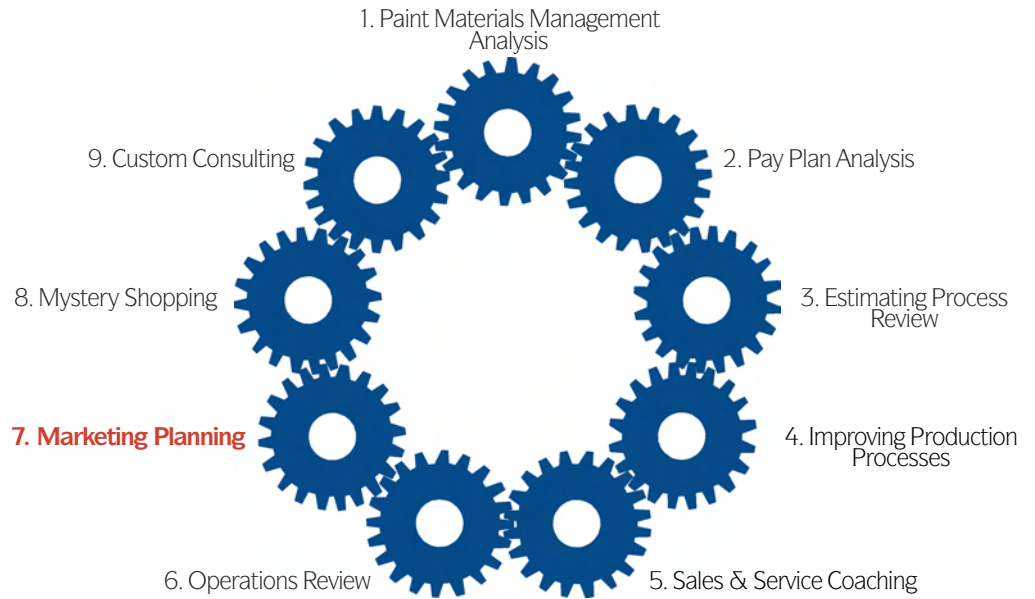
Why We Are Different!

We understand the value of your team’s time and the need to keep your staff in the repair facility maintaining production. It’s not always convenient and/or effective to send employees to off-site training classes and hope they bring back new ideas to implement. Therefore, our on-site consulting packages may be the better solution for you.

Akzo Nobel is known for providing exceptional consulting services. A full-time consulting staff shows our commitment to body shop profitability. The largest and most capable group of experts in the industry provides your business with proven performance-enhancing services. Akzo Nobel Services Consultants follow a structured methodology of assessment, analysis, recommendation and implementation to ensure successful engagements with clients.



Consulting Services



Investment Analysis*
Marketing Planning

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

Profit Drivers	Service Impact	Monthly Profit Change
Sales	2.0%	\$780.00
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>\$780.00</i>

Investment	
Service Cost	\$1,500.00
Salary & Benefits (service execution)	\$150.00
Travel	\$0.00
Salary & Benefits (implementation)	\$1,200.00
Other Implementation Costs	\$500.00
<i>Total</i>	<i>\$3,350.00</i>

Your Potential Return on Investment	
Annual Operating Income Improvement	\$9,360.00
Investment	\$3,350.00
Return on Investment (\$)	\$6,010.00
Return on Investment (%)	179%
Investment Breakeven in Business Days	90.2



* 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.