

Consulting Service

This consulting engagement is designed to assist collision shop owners in establishing a Sales and Service Culture within their facility.

“We now paint around 400 cars a month in our shops. They come out looking great, the customers are happy, and we get the repeat business! You can’t ask for more than that.”

*David Schiltz
President
Brandywine Coach Works Inc.
Exton, PA*



SALES & SERVICE COACHING

Target Audience

Estimator, General Manager and Owner

Are You Experiencing:

- High incoming phone volume
- Monthly sales below expectations
- Lack of return customers
- Low CSI
- High door traffic but low closing ratio
- Indecisive customers
- High number of no-shows
- Inconsistent use of a follow up process

This Consulting Engagement Will Provide:

- Processes to implement a sales & service culture throughout the business
- Guidelines on employee attitudes to positively affect sales
- Phone scripting for a more consistent/effective result
- Tools to monitor daily sales progress
- Detailed sales follow up process
- Documented and agreed upon sales process
- Staff training on specific sales skills and techniques
- Sales and Service training through role playing

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.

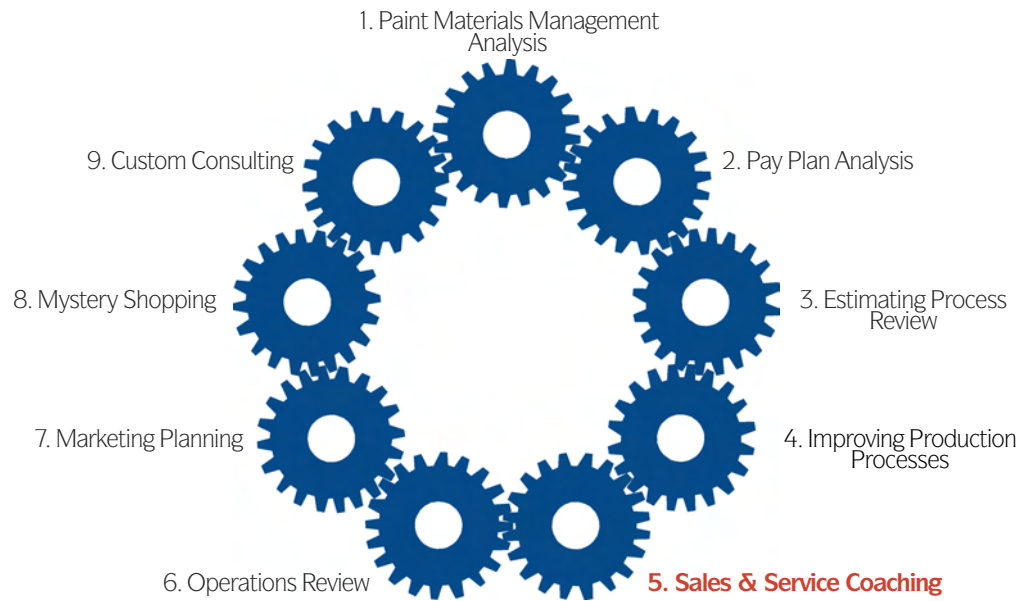
Why We Are Different!

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*
Sales & Service Coaching

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	\$750.00
Salary & Benefits (service execution)	\$150.00
Travel	\$0.00
Salary & Benefits (implementation)	\$600.00
Other Implementation Costs	\$0.00
<i>Total</i>	<i>\$1,500.00</i>

Your Potential Return on Investment	
Annual Operating Income Improvement	\$9,360.00
Investment	\$1,500.00
Return on Investment (\$)	\$7,860.00
Return on Investment (%)	524%
Investment Breakeven in Business Days	40.4



* 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.