

The various modules within this course are designed to help your sales team improve their effectiveness in marketing your business to various referring business entities.

“When repairing cars well became less of a challenge we realized that business success wasn’t as much about car repair procedures as it was about mastering the three legs of business; Marketing, Management and Finance. We needed to educate ourselves and improve ourselves in these areas if we wanted to stay ahead of our competition.”

Randy Stabler
President
Pride Auto Body
(5 locations in California)

BUSINESS-TO-BUSINESS MARKETING

(8 hours)

Target Audience

Estimator, Production Manager, General Manager and Owner

Are You Experiencing:

- Low customer traffic
- Lack of insurance relationships
- New DRPs which yield very low volume
- Spotty agent support
- Stiff competition from consolidators
- Lack of 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

This Course Will Provide:

Claims (3 hours)

- Understanding the difference between brand building for consumers and business-to-business selling
- Appealing to the primary referral sources at the point of the accident
- Understanding insurance claims procedures
- Understanding how to apply for and secure a DRP relationship

Agents (2 hours)

- Developing the skills necessary to build a business relationship with agents and others
- Exploring different ways to optimize the relationship with agents

Fleets (1 hour)

- Understanding how to secure and negotiate a fleet relationship
- Exploring different ways to optimize the fleet relationship

continued



Dealers (1 Hour)

- Understanding how to secure and negotiate a dealer relationship
- Exploring different ways to optimize a relationship with a dealer
- Maintaining parts service and payment for work completed, while partnered

In-Store Promotions (1 hour)

- Developing in-store promotional material
- Reviewing the methods of display
- Reviewing how to use these promotional items to increase sales

Developing a Marketing Plan (3 hours)

- Completing demographic research
- Determining historical source of business by segment
- Reviewing the closing ratio by segment
- Evaluating the marketing options
- Creating a marketing budget
- Developing an overall marketing plan per segment

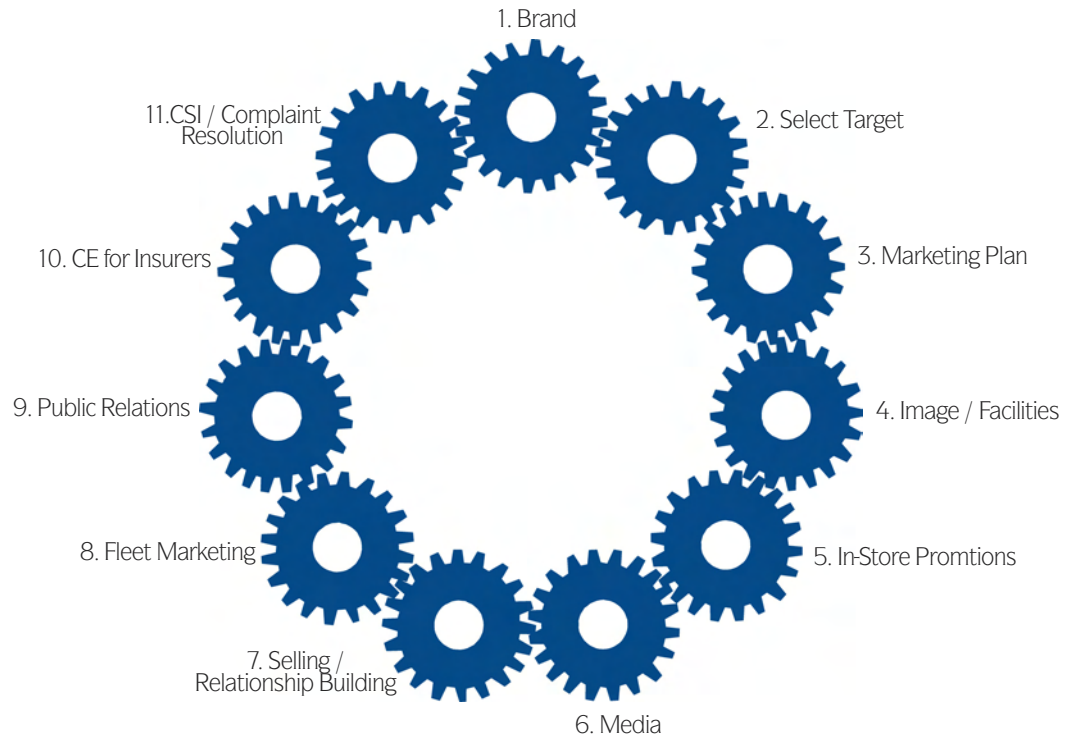
Why We Are Different!

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

- Segmentation of market allows for a very focused approach
- Tools provided for marketing to DRPs are concise and easy to use

Business-to-Business Marketing Process



Investment Analysis*

Business-to-Business Marketing

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	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)	0.5%	-\$500.00
<i>Total</i>		<i>\$670.00</i>

Investment

Service Cost	\$0.00
Salary & Benefits (training)	\$300.00
Travel	\$100.00
Salary & Benefits (implementation)	\$1,200.00
Other Implementation Costs	\$0.00
<i>Total</i>	<i>\$1,600.00</i>

Your Potential Return on Investment

Annual Operating Income Improvement	\$8,040.00
Investment	\$1,600.00
Return on Investment (\$)	\$6,440.00
Return on Investment (%)	403%
Investment Breakeven in Business Days	50.1



*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.

