

**This course is designed to review and refine the Estimators' skills relative to collision repair estimating. The participant will learn how to optimize profitability per repair order, while complying with insurer DRP requirements.**

*"We recently sent our estimators and they raved about the 'Estimating Consistency' class. The bottom line is that when our people are properly trained, we've got the competitive edge!"*

David Donovan  
Partner  
Libertyville Auto Body  
Libertyville, IL

## ESTIMATING CONSISTENCY II

(8 hours)

### Target Audience

Estimator, Production Manager, General Manager and Owner

### Are You Experiencing:

- Inconsistent estimating between Estimators
- Low gross profit on closed repair orders
- Multiple supplements on jobs
- Incomplete estimates
- Difficulty in assessing frame damage
- Pressure to perform non-traditional repair procedures
- Inability or inconsistency in capturing "not included" items
- Difficulty in negotiating
- Lack of a formal process for estimating

### This Course Will Provide:

- Techniques to write a complete estimate.
- Techniques for effective decision making (repair vs. replace, part type, P-page, and judgment time)
- Procedure for evaluating frame, suspension and mechanical damage
- Understanding of P-page items that should be included on the estimate
- Exercises to substantiate judgment times
- Tools necessary to write more complete estimates
- A comparison of not-included operations for the three estimating databases

Participants will be asked to write an estimate in advance of the course, and participants will critique one another's estimates for thoroughness. Role-playing will allow the participants a chance to practice the various skills that have been taught.

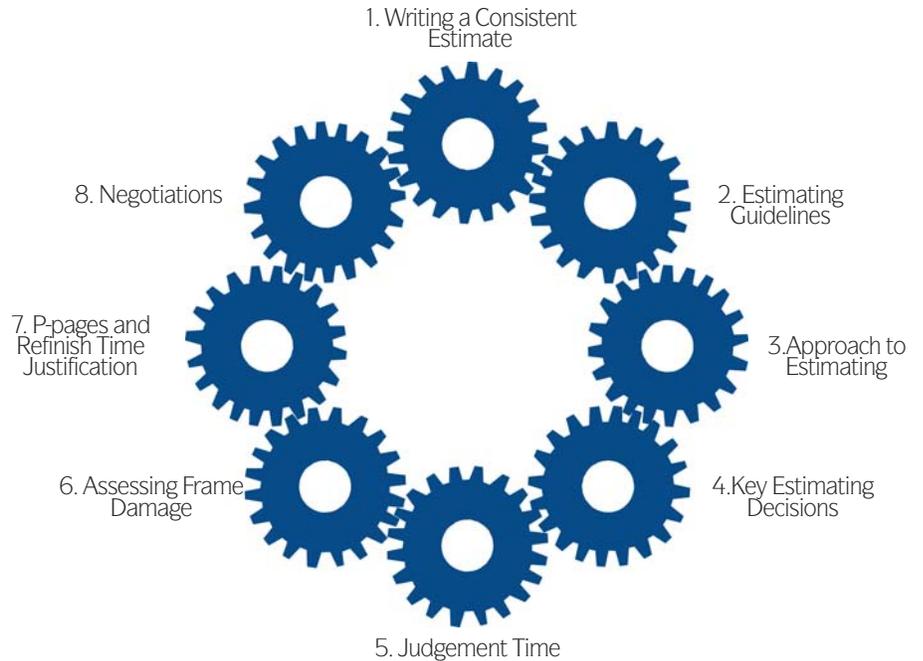
### Why We Are Different!

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.



**Estimating Consistency II**



**Investment Analysis\***  
**Estimating Consistency II**

**Assumptions**

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

**Profit Drivers**

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	\$0.00
Salary & Benefits (service execution)	\$300.00
Travel	\$100.00
Salary & Benefits (implementation)	\$600.00
Other Implementation Costs	\$500.00
<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.