

Rapid Repair is a global Akzo Nobel program designed to enable Sikkens users to better capture the expanding minor damage / customer pay market segment.

The Rapid Repair program is comprised of 5 components:

1. Rapid Repair Business Training

2. Rapid Repair Estimating Tool

3. Rapid Repair Technical Training

4. Rapid Repair Tool Cart

5. Rapid Repair Marketing Tools

Rapid Repair - *Implementation* (4 hours)

Rapid Repair - *Marketing, Selling & Estimating* (4 hours)

Target Audience

Owners and General Managers (RR - *Implementation*)

Owners, General Managers and Estimators (RR - *M, S & E*)

The collision industry is experiencing a growing segment of auto repair that focuses exclusively on small, minor, cosmetic damage. Many vehicle owners are faced with minor dings and scrapes on their second largest investment. This damage is purely cosmetic in nature but creates an annoying eyesore. High insurance deductibles and/or fear of increased premiums prevents many from having this minor damage repaired. Most do not want to pay a traditional body shop to repaint the entire bumper just to fix a scrape on one side. They want a speedy repair that doesn't bust their budget.

The market is changing and you have to be prepared to change with it. If your customers are changing how they pay and what they expect to get in return, what are you going to do differently to address this change?

Are You Experiencing:

- Increase in minor damage / customer pay traffic
- Low closing ratio on minor damage / customer pay estimates
- Excess production capacity
- Need to increase profitable sales
- Process delays from mixing minor damage repair w/ traditional collision repair

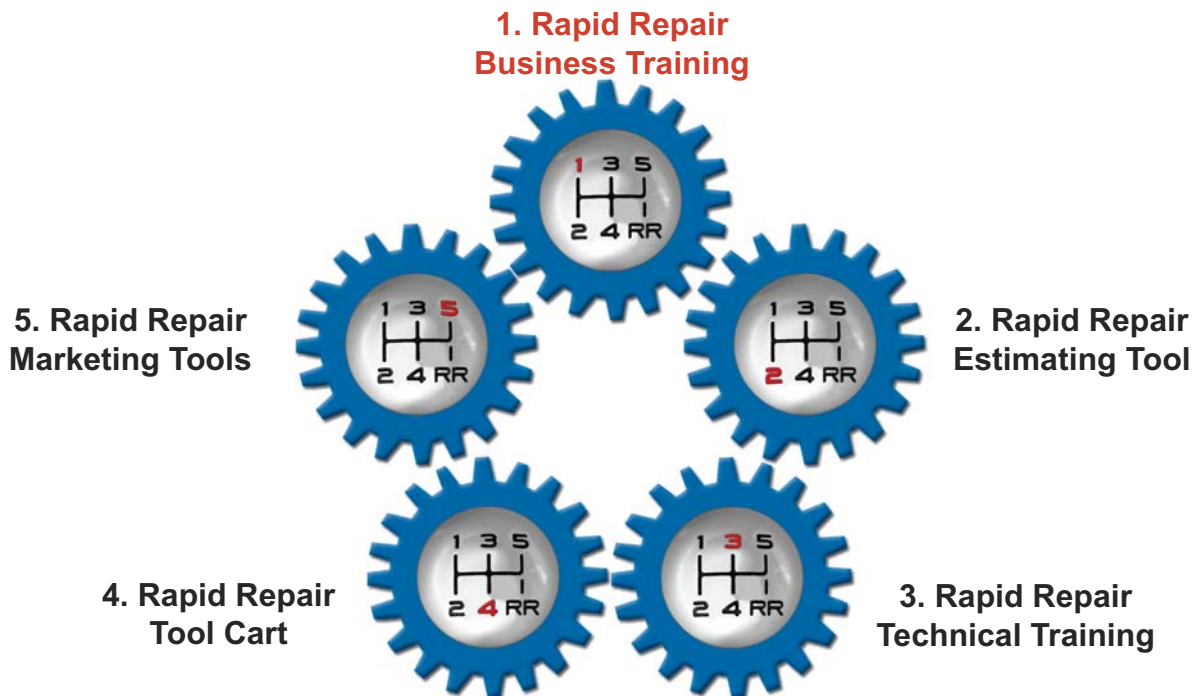
The *Implementation* Course Will Provide:

- An overview of the entire Rapid Repair program and its benefits
- Implementation tips and strategies for business models, flow models, equipment, tools, human resources, pricing and profitability, training, and warranty

The *Marketing, Selling & Estimating* Course Will Provide:

- An overview of the entire Rapid Repair program and its benefits
- A complete strategy for marketing to this segment
- A specialized process for selling customer pay repairs, including role plays to practice
- Tips and tools for estimating customer pay





Investment Analysis*

Rapid Repair Program (assumes application of all 5 program components)

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 | 5.0% | \$1,950.00 |
| Efficiency** | 2.0% | \$520.00 |
| Direct Cost (as a % of sales) | N/A | \$0.00 |
| Overhead Expense (as a % of sales) | N/A | \$0.00 |
| <i>Total</i> | | <i>\$2,470.00</i> |

Investment

| | |
|---------------------------------------|-------------------|
| Service Cost | \$8,700.00 |
| Salary & Benefits (service execution) | \$450.00 |
| Travel | \$500.00 |
| Salary & Benefits (implementation) | \$0.00 |
| Other Implementation Costs | \$0.00 |
| <i>Total</i> | <i>\$9,650.00</i> |

Your Potential Return on Investment

| | |
|---------------------------------------|-------------|
| Annual Operating Income Improvement | \$29,640.00 |
| Investment | \$9,650.00 |
| Return on Investment (\$) | \$19,990.00 |
| Return on Investment (%) | 207% |
| Investment Breakeven in Business Days | 82 |



* 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.