



## Rapid Repair - Marketing Tools

**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:**

- 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**

### Target Audience

Collision centers focusing on the minor damage / customer pay market

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.

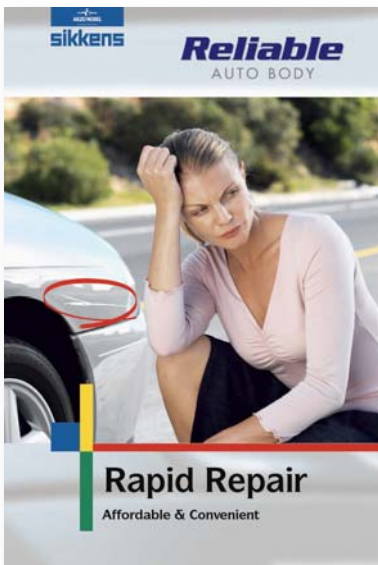
The market is changing and you have to be prepared to change with it. If your customers are changing how they pay and what they expect to get in return, what are you going to do differently to address this change? How are going to ensure that you effectively capture your portion of this emerging market?

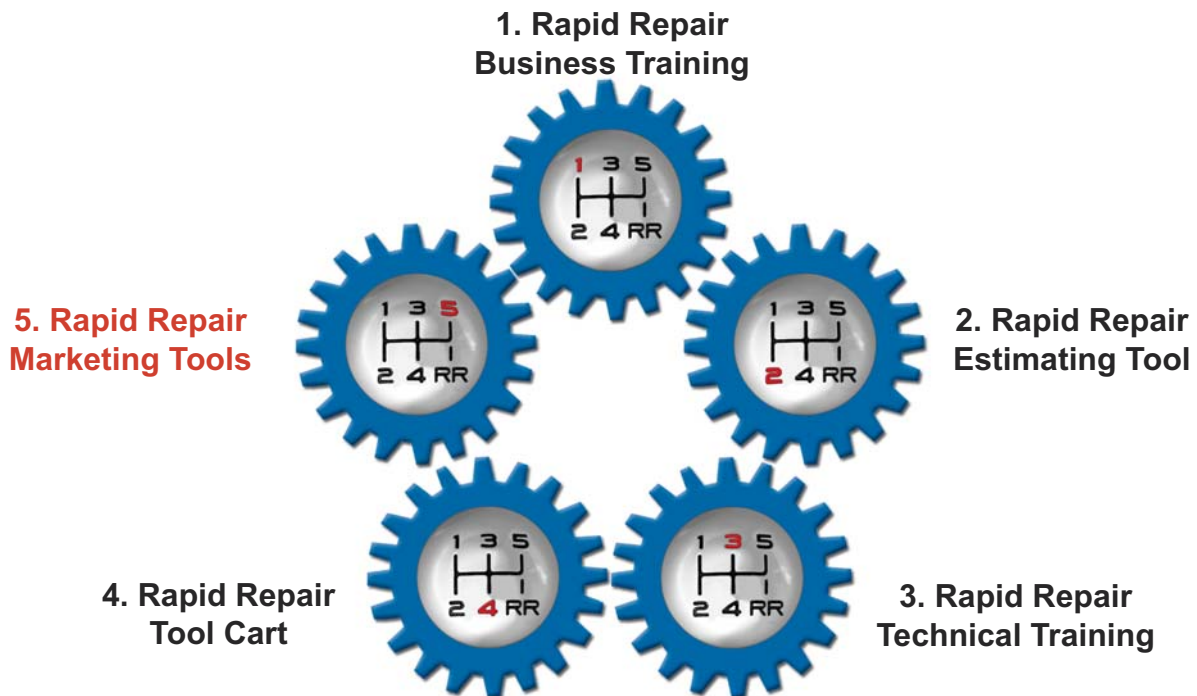
### Are You Experiencing:

- Desire to increase in minor damage / customer pay traffic
- Excess production capacity
- Need to increase profitable sales

### This Service Will Provide:

- Marketing communication tools focused on attracting and capturing the minor damage / customer pay market
  - Rapid Repair Trifold brochure
  - Rapid Repair Bifold brochure
  - Rapid Repair Promo poster
  - Rapid Repair Process poster
  - Rapid Repair Menu
- Fully customized with your shop information and logo
- Easy, online ordering @ [www.pixelwerx.net/akzomarketing](http://www.pixelwerx.net/akzomarketing)





**Investment Analysis\***

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

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

<b>Profit Drivers</b>	<b>Service Impact</b>	<b>Monthly Profit Change</b>
Sales	5%	\$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>

<b>Investment</b>	
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>

<b>Your Potential Return on Investment</b>	
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.