



A-PlusTM University

“Winning the Keys” workshop
by Sherwin-Williams
Automotive Finishes
provides critical training for
A-PlusTM Network Members.

This workshop focuses on three areas that are of critical importance to a successful collision center:

• **Customer Service** • **Selling Skills** • **Estimating**

Top collision centers are faced with fewer repair opportunities, increasing performance demands, and higher operating costs. “Winning the Keys” is more than a slogan, it is a mindset that must be adopted to succeed in these difficult economic times.

This workshop has been specifically designed for Owners, Managers, Estimators and Customer Service Representatives who are interested in improving their closing ratio while creating loyal customers. Attendees will learn to utilize proven sales techniques that have been custom tailored to the collision repair industry and designed to improve the effectiveness of their selling skills during the estimate process. We will also provide each attendee with the information, and tools necessary to write and negotiate more profitable estimates.

These courses have been built by some of the sharpest minds in the collision repair industry, and will afford the opportunity to relax in the company of industry peers, and learn from one another over a two-day period. A full breakfast and lunch will be provided each day with a group dinner scheduled for the first evening.

“Winning the Keys” workshops will be held
in four locations in 2010:

June 16–17	San Francisco, CA
August 18–19	Baltimore, MD
October 26–27	New Orleans, LA





2010 A-Plus™ Universities

San Francisco, CA
June 16–17

Baltimore, MD
August 18–19

New Orleans, LA
October 26–27

“Winning the Keys” Overview

WHO SHOULD ATTEND? This workshop is designed for shop owners, managers, estimators and customer service representatives.

COURSE OBJECTIVE “Winning the Keys” workshop focuses on improving your closing ratio while creating loyal customers. We will teach you to utilize proven sales techniques custom tailored to the collision repair industry, and help improve the effectiveness of your sales technique during the estimate process. We will also provide you with the information, and tools necessary to write and negotiate more profitable estimates.

COURSE LENGTH 2 days / Hands-on Workshop Format

TOPICS COVERED

- The Customer Experience
- Customer Loyalty
- Effective Communication
- The Sales Process
- Converting Estimates
- Negotiation Skills
- The Estimate — Blueprint for Profit
- The Real Use of P-Pages
- Increasing Productivity and Profitability

COST \$495.00

A-Plus™ Network members: A-Plus™ Network Loyalty Reward Points may be used for this training.

ACHIEVING SERVICE EXCELLENCE Sherwin-Williams A-Plus™ Network Program Manager will conduct this hands-on workshop that will teach anyone who interacts with the customer the skills they must have in order to receive, understand, help and keep customers. This course teaches skills and practices that allow individual employees to consistently provide impeccable service to customers.

THE ROAD TO SALES SUCCESS Sherwin-Williams A-Plus™ Network Program Manager focuses on maximizing your profitability by increasing your sales potential. This course is designed to improve the effectiveness of your sales technique during the estimate process. It utilizes proven sales techniques especially tailored to the collision repair industry. The course presentation will use written materials, group discussions, exercises and role-playing to develop skills necessary to succeed in today’s highly competitive market.

ESTIMATING SOLUTIONS FOR PROFIT Sherwin-Williams Manager of Business Consulting will discuss how to maximize your profitability by writing a more complete estimate and effectively negotiating an agreed price for the repair. This course is designed to provide participants with the skills, information, and tools necessary to write and negotiate more profitable estimates. The course presentation will use written materials, group discussions, and hands-on exercises to develop skills necessary to be more profitable in today’s highly competitive market.



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