



Pro Finishes PLUS Management Development Curriculum

All of these courses can be tailored for shorter time frames if needed. The “standard” time frame of the full course is noted for reference. Naturally, both the breadth and depth of content will be curtailed in a shorter version.

Introduction to Lean (4 hrs or 90 minutes)

“Lean” is the newest buzzword in business and many have attempted to simplify or de-mystify the application of **Lean** to the collision industry. Collision repairers are struggling with ever more complex vehicles, increasingly demanding customers, and changing insurer expectations. Everyone is working harder, but not necessarily moving forward.

In “Introduction to Lean”, we will take the opportunities and challenges of **Lean** and apply it to the collision industry in an easy to understand, well-organized fashion so that participants will have a clear understanding of what **Lean** is, what benefits can be expected, and how to begin to move forward to apply the principles of **Lean** to their own collision center.

Blueprinting Basics (90 minutes)

Blueprinting is about reducing cycle time by creating complete damage reports and clearly communicating exactly how each repair is to be performed; assuring that damage writers, techs, and parts personnel are all on the same page. The nine simple steps of the blueprinting process will be described so that participants will be able to immediately begin to improve their damage appraisal and communication process.

Fast Track Production (4 hrs)

Fast Track Production demonstrates how to eliminate the barriers of efficient production. It shows how the most efficient use of people, space, and time will add dollars to the “Bottom Line”, enabling the collision center to deliver vehicles faster, and increase their capacity.

This course identifies the importance of developing systems to streamline scheduling, information flow, parts handling, sublet and specialty functions, payment methods and supplements, planning the repair process, offline processes, standardizing repair processes, and eliminating inefficiencies and interruptions.

Advanced Production Management (8 hrs)

Participants will learn the concept of repair pre-management by selling the consumer first, writing complete and accurate damage reports before parts are ordered, and obtaining all correct parts before the vehicle is dispatched to the technician. The course also explains the concept of “throughput” and demonstrates the benefits of measuring and improving throughput and reducing work-in-production (WIP) and therefore reducing chaos and confusion in the production area. The results will be higher productivity, shorter cycle times, increased output, improved quality, and increased customer satisfaction. **Advanced Production Management** will help you to eliminate the barriers to efficient production. It will demonstrate how the most efficient use of people, space, and time will add dollars to your bottom line, enable you to deliver vehicles faster, and increase the capacity of your collision center.

Organizational Structure (8 hrs)

Organizational Structure enables collision centers to analyze the effectiveness of current organizational structures and explore affordable options to improve performance, eliminate chaos and grow profits. Participants identify performance hurdles; determining root causes; and create solutions. Evaluations of both the front office and production floor are compared to new models of management and each employee position is tied to process and structure.

Measuring & Improving Performance (8 hrs)

Participants will learn how to measure the performance of their collision center utilizing 26 Critical Key Performance Measurements. They will learn to use the Management by Objectives process, understand ratios and percentages, learn to track trends, set goals, and compare performance to regional and national benchmarks.

Information from the collision center’s “meaningful” financial statement and non-financial data will be used to calculate the 26 Critical “KPI’s”. For selected KPI’s, participants will learn where the data comes from, what affects the KPI positively or negatively, how to gauge performance against comparable Collision Centers, and how to improve facility performance. For non-financial data, participants will learn how to set up a “data stream” to assure that needed non-financial data is readily available.

Productive Pay Plans (4hrs)

Motivating Employees with Productive Pay Plans describes how to tie a pay plan to company objectives, attract and retain employees, and reward and stimulate performance beyond the comfort zone. Real world examples are shown of both traditional and new approach pay plans that enable collision centers to promote longevity, productivity, quality and skill growth while watching and improving the bottom line. Students also explore the effects that wages, incentives, taxes and benefits have on total compensation, and how labor gross profit must be retained to meet overall profit objectives.

Collision Center Expansion (8 hrs)

Collision Center Expansion is a guide for owners of collision centers that are considering adding a new location to their existing business. This course includes a step by step process to evaluate current business and assess various expansion alternatives including buying, building, renting, or acquiring an existing collision center.

Estimating for Profit (4 or 8 hrs)

The estimating position is arguably the most valuable position in the collision center. A skilled salesperson, damage appraiser, and negotiator will dramatically increase collision center sales and profitability, technician compensation and customer satisfaction while, at the same time, reduce cycle time and stress on themselves and every other person working in the collision center.

Estimating for Profit will show how to increase a collision center's closing ratio by selling first, estimating second and increasing the average repair order through thorough damage appraisal, effective use of the procedure pages, and professional negotiation with insurers. And, we will demonstrate how to streamline the estimating / repair order process and reduce cycle time by eliminating reactive supplements.

Effective Marketing (4 hrs)

Bringing a steady and growing flow of work to the door is a vital aspect of managing a successful collision center. This includes marketing directly to consumers as well as to local referral networks such as fleets, community organizations and insurance agents. It also means identifying and meeting the needs of insurers and proactively managing your insurance relationships; whether or not you chose to engage in DRP's.

This course will identify strategies to target your marketing efforts where they can be most effective – by bringing vehicles to you.

Improving Insurer Relations (4 hrs)

Developing solid, mutually- beneficial relationships with insurers with or without DRP arrangements is critically important. We will discuss the interests of both the insurer and the collision center and how we can profit from identifying and meeting the needs of insurers. This will include becoming knowledgeable and being able to converse using their terminology such as frequency, severity, loss ratios, loss adjusting expense, and how we can contribute to lowering their costs while retaining our volume and profitability.

Achieving Complete Customer Satisfaction (4 or 8 hours)

Achieving Complete Customer Satisfaction is designed for collision centers that wish to make an ongoing commitment to truly achieving complete customer satisfaction. This course goes through each of the five interactive steps of the customer service process for every repair and will assist each collision center or MSO to develop a personal customer service model that can be duplicated by all personnel and in each location.

Paint & Material Profitability (8 hrs)

Paint & Material Profitability involves participants in discovering and analyzing the factors that influence a collision center's profitability on paint & materials (P&M). We will first assess P&M sales by scrutinizing damage reports for not-included items and P&M not-included items, proper classification on the damage report and repair order, and measuring actual P&M sales per paint hour. Next, we will seek to minimize P&M costs through usage reduction, proper classification of non-P&M items, and analyzing both total P&M cost and Paint Only Cost per paint hour.

Finally, we will analyze the performance of example collision centers to learn to determine what separates excellent from average or poor performance.

Paint Department Productivity (8 hrs)

Paint Department Productivity explains how-to manage the 5-2-1 process; five on-line processes, two off-line processes, and one continuous process; to remove bottlenecks and dramatically increase the paint department production. Students will measure and analyze eight key performance indicators and employ a leveled workflow strategy and skill specialization to achieve improvement.

Profiting from People Skills (4 hrs)

Profiting from People Skills provides step-by-step actions to improve relationships with customers, employees, insurance representatives, and vendors. This seminar explores the differences in personalities and how to better understand and utilize individual employee strengths to increase sales and reduce costs. Participants will learn better communication skills, delegating effectively, handling difficult situations and making a commitment to ongoing self-improvement.