



My Experience and Approach to Collision Shop Analysis

Hello, I am Ralph Defibaugh; I appreciate your interest in my company. Let me take this opportunity to outline my overall experience as a Paint, Metal & Frame Technician. I was once a Dealer Collision Shop Manager, Multi-Location Collision Shop Owner, Nationwide Business Development Trainer, Collision Industry Consultant, and Industry Leader. I am a Past President of The New York State Auto Collision Technicians and the Capital District Auto Collision Technicians Associations

I created Benchmark Consulting Services in 1997. I held an exclusive consulting contract with a major paint company delivering collision shop management training to their clients nationwide. That contract ran from 1997 until March 2020, when Covid19 turned everything in training upside down. During my time with the company, I co-authored business development courses covering Fundamental and Advanced Estimating, Production and Repair Cycle management, Parts Department Organization, Front Office Sales, and Administration Office programs, as well as Financial and Marketing modules. I also supplied on-site consulting services to businesses of varying scales and circumstances across the US and Canada.