Introduction to Collision Shop Estimating Skills

BCs Benchmark Consulting Services
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Two Days of Instruction

Presented by Your Business or Association

This class was developed to provide estimate instruction for Entry & Mid-level collision shop appraisers. The tools developed will reduce the learning curve for the entry-level writer and sharpen the focus of evolving appraisers. Students will learn the basics of compiling the required vehicle and Insurance claim information and taking accurate damage images required to fully develop and manage accurate damage appraisals.

An essential focus of this course is how to meet and greet customers, using tools to uncover what questions they'll need to ask to handle each claim properly and put their customers at ease. They will learn to employ a predictable damage analysis process to aid in planning their tact to develop a sales approach for each customer based on historical evidence.

We'll explore the differences between a "First Party" loss and a Claimant, as well as the differing comprehensive policies and limits and how they affect each customer's unique sales process.

· The average DRP shop takes 9.4 days to appraise and upload the average $3,700 job

· 63.9% of those jobs require supplements

· The average supplement is $850 or 22.9% of the work, missed on every average claim

· It's even worse if the shop accepts a field written appraisal and adopts it as their repair plan. These failures turn into work orders, hijacking the average shop for 12 - 15 days, killing profit and CSI.

We don't want to teach what has led to these dismal industry facts. Time is of the essence to properly discover an accurate estimate. And it makes no sense to spend time appraising a claim the shop doesn't want. To these points, they will learn to Pre-Qualify customers as they walk in the front door and learn to say no respectfully.

Ralph Defibaugh is a Collision Shop consultant He opened his own collision business in 1986 , and it grew into a four-location MSO in Upstate New York, which he sold in 2010. He was also an exclusive trainer for PPG Industries from 1997-2020. He holds many industry accreditations. He is President of Benchmark Consulting Services, offering business and process solutions for the collision industry. He was also past president of The N.Y. State Auto Collisions Technicians Association.

We will cover comprehensive reviews of:

- How to gather the required information to manage each file
- Understanding different claim profiles to aid in developing the sales approach for each customer
- How to select the customers you want through Pre-Qualification
- How to properly Map an estimate before Disassembly
- Motor P-Pages covering the included and not included information in CCC One estimating
- Alldata – researching OEM repair data using their integrated tool because you don't know what you don't know about every vehicle that enters your shop
- Implementing my revised version of SCRS's Discovery Codes on the initial estimate and mapping sequence.
- Driving the point, there must be a sense of urgency to get it right the first time

This is <u>not</u> a how-to disassemble and Repair Plan class. But we will discuss the typical pros and cons and discuss examples of facility layout and the tools required to perform "Discovery Disassembly" and what they can do as a team member, to improve the overall appraisal process.

This two day class will be held in

Your city

Your Date, from 8:00 AM to 4:30 PM
<u>**Your set Price**</u> **Per Person**

Support your business and or Association

Capacity for this event is —— people, Don't Blink and miss this event.

I encourage attendees to bring a few of their estimates they have previously written in the $4-5000 range for break out comparison exercises. Their work will not be shared with the rest of the class.

"The Post-Pandemic New Normal" requires constant change.

· Some of the answers is redirecting your staff to be more effective appraisers

· It's coming to grips with how much time it takes to write accurate repairs

· It's Identifying low-profit jobs or vehicles and turning them away

· It's adapting and changing your existing employee roles and sales process

· Its pre-qualifying customers and assignments as they come in your front door

· It's learning to apply what you already know won't work before it's a problem

· It's finding what you've missed before it's too late on every job

· It's learning to apply what you already know, along with the information you'll take away from this two-day class

There is no easy button, and it takes much practice. Don't expose the customers you need to unskilled salespeople. Learn to maximize the amount of time your best appraisers have, developing accurate "Repair Plans." You'll have to make the required process modifications. This should not involve adding new staff or adding new shop space. It's getting the most out of what you already have.