



Post-Pandemic Front Line Office Sales & Staffing

Two Days of Instruction

Presented by Your Business or Association

Today's Collision Shop office staff are overwhelmed and stressed. As the collision industry consolidates, the busy shops get busier. Burnout is at an all-time high, with too few candidates entering the industry. Admin staffing costs have increased by 30-40% over the last five years.

The pandemic has stagnated supply lines, and on-time-delivery CSI scores are at an all-time low. Kept-informed communications are a job all by themselves. OEM certification and repair procedures are only beginning to change the collision repair landscape.

We need to do something different, or we'll lose the experienced staff we have now. Collision businesses need to seize this opportunity and capitalize on the current abundance of work. We must learn to change the "Customer Sales Process and Experience", just as "Repair Planning" has impacted production efficiency. We must learn to staff appropriately to our sales staffing capacity or limit work to complement our current office staff.

This class questions traditional office staffing job descriptions and offers new hybrid CSR and entry-level sales positions. It promotes the vision of offering an opportunity for entry-level applicants to envision a career path working for a winning collision business.

What is your office sales staffing capacity for writing walk-in estimates or creating accurate "Repair Plans"? With the backlog of work and the influence of OEM repair procedures increasing repair costs, are you still interested in performing non-insurance work or working on older vehicles? Are there certain makes and models of vehicles that you would just as soon as not see until part supply lines change? Are some insurance companies just not worth the hassle? Time is of the essence, as never before. Can you afford to waste it on sub-profitable work or a difficult insurance company's policy? These questions are worth considering. Perhaps, It's time to take a bold, hard-liner approach to customer pre-qualification.

Start identifying profitable work and grading your Insurance company partner's profitability and the poor cycle times and CSI they compel. Now may be the time to evaluate limiting the number of sales your company accepts in lieu of the mental well-being of your staff and your company's profit.

This class identifies the value front-line staff can employ in protecting pro-level appraisees by screening qualified customers.

CSI or NPS

Customer satisfaction Index or Net Promotor Score



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.

Your Logo

Your Meeting Place

This two day class will be held in

Your city

Your Date, from 8:00 AM to 4:30 PM

Your set Price Per Person

Support your business and or
Association

Capacity for this event is — people,
***Your Sustainability begins
with this event.***

We will cover comprehensive reviews of:

- Customer Sales Process and Experience
- Appropriate Office Staffing Levels, Based on Sales
- Hybrid CSR and Entry-level Sales Staffing - Career Path
- Calculating Front Office Sales Capacity
- Job Descriptions and Accountability
- How to Pre-Qualify Potential Sales, Learning to say No
- Process Sales Questions and Technique
- In-Process Customer Communication
- Estimating Basics, What should we be Selling Today
- Set the Sales plan, protecting Accurate “Repair Planning” and the Production floor from wasted time
- We’ll discuss the potential of a “Complete Shop Bonus Plan” where all team members profit from sales over break-even, where all are bonused for correctly working and developing current sales and estimating process

We have to stop doing the same things we
have always done. Our employees and
Industry have changed so must our
Front Office Sales and Employee Process

It is time to try something different. The Office Staffing Requirements and Sales Processes we are employing now are failing. Attend this two-day course with an open mind to change. What’s the outcome if we pre-qualify work? We know the work we can effectively repair. Consider employing entry-level sales staff to write low-potential sales and learn the trade. Would repair plan accuracy increase if our pro-level writers had more time for OEM research, discovering all the not included operations buried in the estimating platforms and required repair techniques? Yes, the average cost of repairs will increase, and so will shop profit. Lowest-cost repairs and OEM Repair Procedures do not go hand in hand. The collision repair business does not control crash repairability; it’s built into each vehicle produced by the manufacturer. Safe, Proper Repairs are a byproduct of accurate Repair Planning. This can only occur if the front office defends low-profit work from entering production and destroying efficiency and high CSI

