



Don't Blink

Collision Shop Estimating Skills

Two Days of Instruction

Presented by Your Business or Association

This class was developed to provide estimate instruction for mid & pro-level collision shop appraisers. The tools developed will reduce the learning curve for the entry level writer and sharpen the focus of professional appraisers.

This class differs from other estimating classes you may have attended, where gains in your **Average-Cost-of-Repairs, Estimate Accuracy, or Labor Efficiency** were not realized.

An essential focus of this class deals with failure to allow enough time for the appraisal process *(Haven't you have had enough delays and supplements and upset Customers)*

Time is our biggest enemy. Even if you're the best appraiser on the planet, a single person does not have the necessary time to perform all the steps necessary to produce the required near-perfect appraisals.

The current Sales-Appraisal process must evolve. We'll spend the two days exploring potential process changes, and implementing proven tools used to uncover many overlooked essential estimating operations.

No process will fit every circumstance; any potential change will be affected by;

- Employee skills, efficiency, and training
- Shop Volume and DRP affiliations
- The management culture, where **learning** or **autocratic** change, is employed

This is more than an estimating class. Send as many office staff as you can, the more front-end employees exposed to these prospective solutions, the better. You'll realize a more effective Sales and Appraisal process by inviting them into the discussion.

Industry Facts

- 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.



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,
Don't Blink and miss this event.**

We will cover comprehensive reviews of;

- Current shop statistical analysis and how you should use it to improve your business
- 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
- Employing In-house point-of-sale inventory systems for hardware and material pricing and control
- Differences in Audatex, Mitchell, and CCC (*be aware of how the estimate is built, (Inside-out vs outside-in)*)
- Implementing my revised version of SCRS's Discovery Codes on the initial estimate and mapping sequence.

This is not 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" successfully.

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.

Handouts supplied are actual in-process guidelines implemented by real collision shops today, averaging 5 - 7 day cycle times. Even in today's current pandemic recovery crisis.

- The answer is not hiring new people or additional construction
- It's coming to grips with how much time it takes to write accurate repairs
- Its taking a hard look at your Estimating and Appraisal Capacity
- It's adapting and changing your existing employee roles and pay plans that are now paralyzing your business
- Its pre-qualifying customers and assignments as they come in your front door
- It's applying 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 I don't practice magic, You'll have make the required process modifications. Don't Blink during the appraisal process today or you will be left behind by competition who have already figured out that the "New Normal" requires constant change.