

INFORMATION- THE MOST VALUABLE TOOL IN YOUR SHOP

We all now know that information, whether it be from Facebook or a porn star, can change or attempt to change elections and the basics of democracy. Imagine what information can do for your shop if handled well !

How can shops use the vast amount of information that is available to be more profitable immediately ? Let's check.

CAR arrives

How did they hear about us or who referred them. Did we keep their address and e-mail/text info and motivations at the shop in a database? Could we not use this for future ongoing marketing directly to them or target marketing by area in the future?

Did we record the VIN and run the VIN through a VIN decoder to access options, info, etc?

Did we get build data, so we know what to look for. Available on the OEM web site.

Did we get OEM procedures on repairs so that we can write out an estimate properly?

Did we get the repair bulletins for the areas of repair needed from the OEM?

Did we check to ensure that the non-included items in the estimate are shown ?

Did we obtain the position statements for the car in question and the repair area from the OEM?

If something seems missing, did we check with the www.DEGweb.org data site for answers and the needed repair times ?

If we are now satisfied that all items are included (including pre-and post scans) did we run it through Estimate Scrubber and see if something is missing?

Did we remember to charge for bay rental if needed?

Did we get permission to include any diagnostic work (i.e.- my 2012 car went to the shop for a loose tie rod end. They charged me 0.6 hrs @ \$144.95 an hour to diagnose the problem), and \$106.54 for the tie rod, 1 hr at \$114.95 to install it and a \$13.95 torch supply fee, then \$119.95 to align.

Did we talk to customer about their privacy consideration (normally on the customer authorization form)

The damage appraisal is the most important element of the repair. Do your skills need upgrading? Have you taken any of the courses offered by car companies, associations or Colleges to improve your abilities. ? Are you using all the tools available to you? Most U.S and Canadian surveys show that many shops do not do these things and wonder why they

can't make money.

OEMs and suppliers are frustrated that the interest in these easy money-making and customer- oriented opportunities have so little uptake by shops.

Please use:

www.OEMrepairinfo.ca

www.DEGweb.org

NOT included lists on most association and estimating web sites

www.EstimateScrubber.com

www.collisionadvice.com

One of our local collision repair shops no longer works on cars. It's only motorcycles, ATVs and snowmobiles repairs . They charge 1.0 hour to write a damage appraisal using only OEM parts. How often do the insurers pay his estimating fee ? 100% of the time !.

If you don't know-ask. If you don't ask for payment for a service, then you won't get paid for it. You will lose 100% of the money you do not ask for !

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