

VPU-023

Marketing Your Collision Center

Professional Business Management Seminar

Highlights:

Marketing Your Collision Center identifies strategies to improve collision center marketing efforts where they can be most successful in bringing vehicles to your door. Learn the importance of “branding” and how to identify and communicate the characteristics that distinguish you from competition. Explore ways to market to consumers, local fleets, community organizations, insurance agents and other referral sources.

Who Should Attend:

Damage Writers, Customer Service Reps, Collision Center Managers, Lead Technicians, Production Managers and Coordinators

Key Points:

- Define Marketing Strategies
- Calculate Capacity and Market Share
- Assess competition
- Develop a Message
- Cost-effective Marketing
- Target Marketing
- Develop a Marketing plan

Learning Objectives:

Upon successful completion, participants should be able to:

1. Understand the meaning and importance of marketing
2. Learn the value of referrals and how to target referral sources
3. Assess individual marketing opportunities and create an effective plan to market to both consumers and insurers.



Training approved for Gold Class and Platinum points through the I-CAR Industry Training AllianceSM

