

VPU-002

Estimating for Profit

1-Day Interactive Collision Center Workshop

Highlights:

Estimating for Profit will increase a collision center's closing ratio by selling first, estimating second and increasing the average repair order through a thorough damage appraisal, effective use of the P-pages, and professional negotiation with insurers. Estimating for Profit will also demonstrate how to streamline the estimating and/or the repair order process and reduce cycle time by eliminating reactive supplements. Further benefits include more profitable repairs, higher productivity, better technician compensation, increased customer satisfaction, and improved insurer relationships.

Who Should Attend:

Damage Writers, Customer Service Representatives and Collision Center Managers

Key Points:

- The importance of the damage writer
- Sell before writing the damage report
- Write more accurate and profitable damage reports
 - Use of estimating guides and P-pages
 - Included versus non-included operations
 - Proactive versus reactive supplements
- Effectively negotiate with insurance adjusters
 - Understanding their needs
 - Increasing cost trends in collision repair
 - Providing proper documentation
 - Parts alternatives
 - Negotiating win-win agreements
- Up-selling the consumer
- Measuring and improving selling performance

Learning Objectives:

Upon successful completion, participants should be able to:

1. Understand the critical importance of the estimator.
2. Learn to sell first, estimate second.
3. Generate a complete damage report.
4. Effectively negotiate with insurers.
5. Understand how to measure selling performance.



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

