

VPU-016

Marketing and Insurer Relations

1-Day Interactive Collision Center Workshop

Highlights:

Marketing and Insurer Relations identifies strategies to improve collision center marketing efforts where they can be most effective and bring vehicles to the door. Developing solid, mutually beneficial relationships with insurers, with or without DRP arrangements, is the focus. Using frequency, severity, loss ratios, and adjusting expense, students analyze the interests of the insurance company and develop ways to increase profit from meeting the insurers needs. Other marketing avenues, such as marketing directly to consumers, local fleets, community organizations and insurance agents are utilized.

Who Should Attend:

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

Key Points:

- Define Marketing
- Calculate Capacity and Market Share
- Assess competition
- Developing a Message
- Cost-effective Marketing
- Marketing to Referral Groups
- Identify the Needs of Insurers
- Attracting Insurers
- Developing Win-Win Insurance Relationships
- Managing DRP's
- Negotiating with Claims Reps and Supervisors

Learning Objectives:

Upon successful completion, participants should be able to:

1. Understand the meaning and importance of marketing
2. Assess individual marketing opportunities and create an effective plan to market to both consumers and insurers
3. Build a profitable self-managed and proactive relationship with insurers



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

