

VPU-012

Paint Department Productivity

2-Day Interactive Distributor Workshop

Highlights:

Paint Department Productivity builds core competencies and develops skills for consultative selling. The focus of this course is measuring the productivity of the paint department and how to dramatically increase the capacity of a collision center. Exclusively for sales representatives and sales managers from BASF and BASF distributors, the course content is presented in a "coaching format" where students analyze performance and employ strategies to dramatically increase the capacity of collision center customers.

Who Should Attend:

BASF and BASF Distribution Managers, Management Support Staff and Sales Personnel

This course is highly interactive and is scheduled as two one-day classes, six to eight weeks apart. At the conclusion of both sessions, participants are given homework assignments to collect data, calculate KPI's, and draw conclusions. The assignments are sent to the instructor for review and feedback.

Key Points:

- Create sales opportunities through consultative selling
 - Increase collision center capacity and utilization
 - Measure and improve productivity
 - Reduce cycle times and increase sales
 - Improve customer service index
 - Identify customer needs
 - Develop corrective action plans
 - Understand data streams
- Track key performance measurements
- Effectively utilize VisionPLUS® OnLine to improve performance

Learning Objectives:

Upon successful completion, participants should be able to:

1. Help collision center personnel measure performance and increase output.
2. Increase collision center utilization and reduce cycle time.
3. Identify roadblocks in production.
4. Differentiate through consultative selling and VisionPLUS® OnLine.

