

VPU-013

Paint & Material Profitability

2-Day Interactive Distributor Workshop

Highlights:

Paint & Material Profitability builds core competencies and develops skills for consultative selling. The focus of this course is measuring paint and material and how to increase profit. 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 paint and material profits. Attendees calculate actual paint and material sales per paint hour and explore ways to minimize costs and identify what separates excellent from average or poor performance.

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
 - Measure and improve material profits
 - Identify customer needs
 - Develop corrective actions plans
 - Understand data streams
- Understand paint material sales issues
 - Output
 - Door rates
 - Supplements
 - Insurance caps
 - Misclassification
- Understand paint material cost issues
 - Paint only costs
 - Misclassification
 - Inventory control
 - Accountability
 - Waste
- Effectively utilize VisionPLUS® OnLine to Improve Performance

Learning Objectives:

Upon successful completion, participants should be able to:

1. Help collision center personnel measure paint material profit.
2. Understand what affects paint and material profitability and paint only costs.
3. Measure sales and cost separately.
4. Differentiate through consultative selling and VisionPLUS® OnLine.

