

THE ORIGINAL MASTERS PROGRAM



The best 3 1/2 day investment in yourself and your business you'll ever make.

Bodyshop Management Essentials

Three and one-half days working on your business and a lifetime of prosperity.

Expanded course curriculum with more shop time!

Challenges are everywhere in the collision repair industry: keeping good help, working with insurance company personnel, dealing with parts issues, keeping up with changes, and finally...making a profit. These issues are just some of the challenges faced by collision repairers, and they are more manageable than you may believe right now.

Classroom work is done in three and one-half days, with optional shop time at Dave's Auto Body on Thursday afternoon and Friday morning. Also, one-on-one personal consultation is available on Friday.

Masters instructors are in the business just like you. They are collision repair managers and owners from around the country, some from the dealership world and some from independent shops. They face the same challenges you face, every day, and they have the tools to help you address these perceived obstacles.

Call to register: **1-800-563-1883**
Or sign up online: www.masters-school.com

Principal Instructors

Gerry Enders, CCRM is Bodyshop Director of Auto Square Collision Centers, a dealership group in southern California.

Rob Dunn, CCRM is Manager of Dave's Auto Body in Galesburg, IL

Dave Dunn, CCRM is the owner of Masters School of Auto Body Management and renowned Dave's Auto Body in Galesburg, IL.

All Masters instructors are **actively** involved in collision repair management on a daily basis. They experience the same issues as you, and will teach you how to effectively deal with the challenges we all face.

A Wide Range of Support Classes

Masters offers a wide range of support classes to get the most from your investment. Within six to nine months, students can return for the Leadership, Management and Marketing (\$895) class. At this time, student-defined implementation may need assistance or may be ready to move to the next phase. The entire management team should attend Bodyshop Management Essentials. The Nuts and Bolts of Sales and Estimating™, Interactive Cycle Time & Production Management, and Leadership, Management & Marketing are terrific supplements for the entire organization.

- **Bodyshop Management Essentials \$2,495**
- **Leadership, Management and Marketing (1-1/2 day class) \$895**
- **The Nuts and Bolts of Sales and Estimating™ \$595**
- **Interactive Cycle Time and Production Management \$595**
- **Sales and Estimating (1/2 day class) \$295**
- **Ongoing in-house consulting programs are available - Masters can customize one to fit your needs.**

What People Have to Say About Masters

"The curriculum is great and informing. The tour (of Dave's Auto Body) creates the longest 'Masters Moment' as you see it actually being done."

— Kyle Minnaert • McLaughlin Motors, Moline, IL

"Masters exceeded my expectations - so much information for the time we were here, I wasn't expecting all this."

— Tim Paap • Paap Auto Body, Mattoon, IL

Upcoming Classes:



www.masters-school.com

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Body Shop Management Essentials Course Curriculum

PERSONNEL: The number one complaint voiced by collision repair shop managers is the difficulty in finding and keeping good help. How should you pay your technicians? Commission, flat rate, hourly or salary? How about incentive plans? Do they work? If so, when? What types of plans work? Why is there so much turnover in many shops? How do you develop good communication with employees and between staff members? Masters will give you foolproof mechanisms to accomplish good company-wide communication.

SALES: Bodyshops have a unique opportunity to increase sales dramatically in today's market. Many shops are overlooking tremendous growth opportunity by failing to capitalize on the results of a sound sales strategy. Masters will give you the tools needed for your organization to become the competition's worst nightmare. We will also show you how to develop TSA (Total Sales Attitude) within your shop. Additionally, we will help you develop methods of asking for and getting the sale.

COST ANALYSIS: Masters has developed the most comprehensive cost analysis program ever. We will not only show you what to measure, but how to measure it. No organization can win without keeping score. Masters will show you the benefits of proper score keeping and give you the methods to do it accurately. Masters will challenge some of the common myths about profitability and put you on the road to higher profits.

PROFIT ANALYSIS: Profit is the reason you are in business. Masters will show you achievable benchmarks for profitability and methods to get where you must be. The bodyshop of today has different needs than the shop of the past. We will energize you and your entire team with the profit potential that exists right in front of you. Whether you are a dealership bodyshop or an independent repairer, you will be amazed at what profit potential you have.

SYSTEMS AND PROCEDURES: Systems and procedures are essential in maintaining control of operations and for efficient handling of customers and employees. You will learn what must be systematized and how to implement these systems. Whether you use a computer management system or a manual one, you will learn the value of a good system and be able to identify a bad one.

ACCOUNTABILITY: Masters will help you get a handle on assigning and tracking employee accountability. Simple yet proven methods will be discussed to make sure tasks and responsibilities are carried out.

ORGANIZATION AND ADMINISTRATION: Disorganization can ruin a company. Many shops have the equipment and expertise to fix cars, yet suffer from a lack of organization. Employee morale is often affected by the chaotic conditions around most shops. Masters will show you that greater profitability comes as a direct result of being highly organized. Administration of procedures and policies is a must in the complicated world of collision repair shop management.

FACILITY POTENTIAL: Just how much can you produce out of your present facility? Should you rush out and add on to your existing shop or build a new facility? The answer may shock you when you look at what potential your present facility has. Masters will give you standards and methods for making sure you are getting the most out of your present facility or in designing a new one.

PRODUCTION MANAGEMENT: Getting the car fixed right in a timely and profitable manner is a formidable task. Masters will show you what works and what doesn't. Production planning is essential. We will help you avoid the common mistakes which prohibit getting the car delivered on time. Production alone is not enough. Profitable production is essential.

Cycle Time is very important. Learn to take the mystery out of "Lean" and other popular buzzwords. The Masters/Bemack approach of RPT™ (Rapid Processing Technology) is simple, real-world, and effective. See it for yourself at Dave's Auto Body.

MANAGEMENT STYLES: Masters has identified the dominant management styles used in today's bodyshop environment. We will assist you with identifying your management style and show you possible alternatives. Masters will help free you from the stifling effects of out-of-date styles and philosophies and give you a simple approach that will work in any organization. A thorough examination of the revolutionary "Liquid Amalgam" approach that is taking the world by storm will simplify the management jungle for you and your staff. Liquid Amalgam is embraced by bodyshops, dealerships, hospitals, doctor's offices and dozens of other industries.



Visit the working model for our classes at www.davesautobodyonline.com