

The Nuts & Bolts of **Sales and Estimating™**



Dave Dunn Natalie Kessler

This is your opportunity to hear the collision industry's most powerful speaker — Dave Dunn.

Over 6,000 have already attended.

The Nuts & Bolts of Sales and Estimating™ is the most powerful one-day program ever developed for body shop estimators, managers and office staff. You will learn the Masters **172 Forgettables™**—172 items that are often forgotten. More than just the P Pages, these are items you should and can get paid for. **Plus...**the Masters Twelve Levels of Estimating Proficiency.

Estimators and all front office staff should attend this solution-driven, inspired guide to profitability.

Cost is \$595 per person. Group pricing is available. Space is limited.

Learn how

- A well-written estimate will immediately impact your bottom-line.
- You can make great money on paint and materials.
- Body shops can thrive in **ANY** economy.
- You can get along with insurance companies **AND** improve your profitability.

**Call 1-800-563-1883
or register now at
www.masters-school.com**



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The Nuts & Bolts of Sales and Estimating™



Q. Why should I attend? Won't the insurance companies just pay what they will pay?

A. Masters will *not* teach you to fight, we teach you to get along and still be fair to yourself and your technicians. Estimators tend to get caught up in emotional hype and miss legitimate opportunities to get paid for what they actually do to the car. You can be properly compensated **AND** get along with insurance companies. Masters will remind you and your estimators of things you can get paid for, but often forget to write down. You will be reminded of the **Masters Forgettables™**. This is true in any city, in any economy.

Q. I'm afraid I will lose my DRP's; can this happen?

A. Insurance companies share some of your wants and needs. All Masters instructors run bodyshops and work in the real world. We teach you how to remove some of the stress associated with managing your insurance relationships and still get paid fairly.

Q. I already have a computerized estimating system; doesn't it do it automatically?

A. On some types of jobs, less than half of the required operations are "included." No matter what estimating system or estimate auditing system you currently use, it still takes a TRAINED person to get the most out of it. Masters teaches you how to utilize all of the intellectual resources in your shop and apply "REAL WORLD" Expertise to the estimating process.

- Proper Estimating Environment
- Estimating for Profit
- 172 Forgettables
- Supplements and their use
- Selling your Estimate
- Perspectives
- Insurance Perspective
- Shop Perspective
- Customer Perspective
- Crash Guide Use
- Tools needed
- Greeting Systems
- Information Collection
- Vital Auto Information
- Inspection Routine
- Note Taking Method
- Screening technique
- Negotiating the Price
- Parts Ordering
- Scheduling
- Gaining Approvals
- Communicating With Customer
- Writing the Bill
- Typical Sale Breakdown
- Profit Breakdown
- Hidden Damage
- Procedures
- Parts Impact on Profit
- Gross Profit Per Hour
- OEM, USED, Aftermarket
- Sample Jobs
- Materials Impact on Profit
- Material Caps
- 3 Ways to Make Money
- Re-Do's and Comebacks
- Financial Impact on Materials
- Detail verses Lumping
- Supplemental Procedures
- Who Should be involved in Supplements?
- Finding The Add On
- Documenting Procedures
- Notify The Payer
- Posting The Dollars
- Follow up on Receivables
- Selling The Job
- Ask for The Sale
- Keeping Track
- Batting Average
- Marketing
- 12 Levels of Estimating Proficiency
- Basic Rules of Damage Inspection
- The Masters Scoreboard
- Estimate Log
- Direct Close
- Assumptive Close
- How to Increase Sales
- Selling Tools
- Unique Selling Propositions
- Happy Customers
- Making Money

**To sponsor a class in your area,
contact Natalie Kessler at 1-800-563-1883**


MASTERS
EDUCATIONAL SERVICES

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