



## Insights Into How To Achieve Double Digit Sales Growth

### EDUCATION



#### **Presentation:**

#### ***What The Recession Has Taught Us Regarding Collision Repair***

*A lesson in developing customer loyalty*

Getting a repair customer to care these days is like climbing Mount Everest. People today are skeptical, jaded, cynical and wary and increasingly so, due to the hardships and hangover of the current recession. And those are the good ones! The rest are apathetic, uninterested, indifferent, and completely detached.

Most shop marketing doesn't make it through the multiple layers of consumers near impenetrable defenses and the ones that do are greeted with either a pitchfork or a pillow. It is a Catch-22 of dire proportion.

The traditional 4P's of product, price, place and promotion today have been replaced with the 6C's of content, commerce, community, context, customization and conversation. It is also important that the collision industry sets their sights on the very foundation of consumer behavior, awareness, interest, desire and action.

This presentation will deliver insights into how to achieve double digit sales growth in the most troubling economic times the collision industry has faced.

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#### **Presentation Objectives:**

- Failure In Closing The Loop
- Results of Losing Touch With Your Customers
- Developing a New Way Forward
- Understanding Enthusiasts versus Influencers
- The Role of Marketing
- Incentivizing Word-of-Mouth
- Customer Experience Is Not Customer Service
- Loyalty As A Bridge Toward Economic Value
- Transforming Mouths Into Megaphones
- What's A Satisfied Customer Worth?
- New Measurement Guidelines

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#### **Who Should Attend:**

- Owners
- Sales and Marketing Staff
- Estimators
- Front Line Staff  
(Staff that interacts with customers)

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#### **Who is Phoenix Solutions Group?**

Phoenix Solutions Group was formed to assist the professional collision repair facility by developing effective marketing solutions results. Specializing in the collision industry, Phoenix Solutions Group has delivered the most all-inclusive Customer Relationship Management products available today, providing increased sales to every committed member. In addition, Phoenix Solutions Group has developed the most comprehensive customer research system that dimensions customer perceptions which preside over a collision facility's sales performance. With over 20 years of hands on results marketing experience, Phoenix Solutions Group has emerged as the foremost authority in "On Demand" marketing concepts for the collision repair industry.

#### **Presented By:**

**Steve Schoolcraft**

President - Phoenix Solutions Group

**Date:** February 7th, 2012

**Time:** 6:00 PM - 8:00 PM

**RSVP By:** February 3rd, 2012

#### **RSVP To:**

**Ray Witten - Store Manager**

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