



# Business Solutions

A-Plus™ Network

Driving Business Solutions to the Collision Repair Industry



**SHERWIN-WILLIAMS.**

Automotive Finishes

[sherwin-automotive.com](http://sherwin-automotive.com)



# A-Plus™ Network

The Sherwin-Williams Automotive Finishes A-Plus™ Network is an exclusive group of collision repair specialists who reflect our industry's highest standards. Sherwin-Williams Automotive Finishes is dedicated to helping its A-Plus™ Network members exceed their goals through the knowledge and relationships that only a world leader in coatings can provide.

## Driving Business Solutions to the Collision Repair Industry

As one of the nation's leading refinish suppliers, Sherwin-Williams Automotive Finishes understands the collision repair market. We also realize what it takes to give our customers the competitive advantage to stay ahead of the competition and to prosper in these fast changing times. Today's collision repair facilities need realistic solutions to a wide variety of business management issues.



## Membership

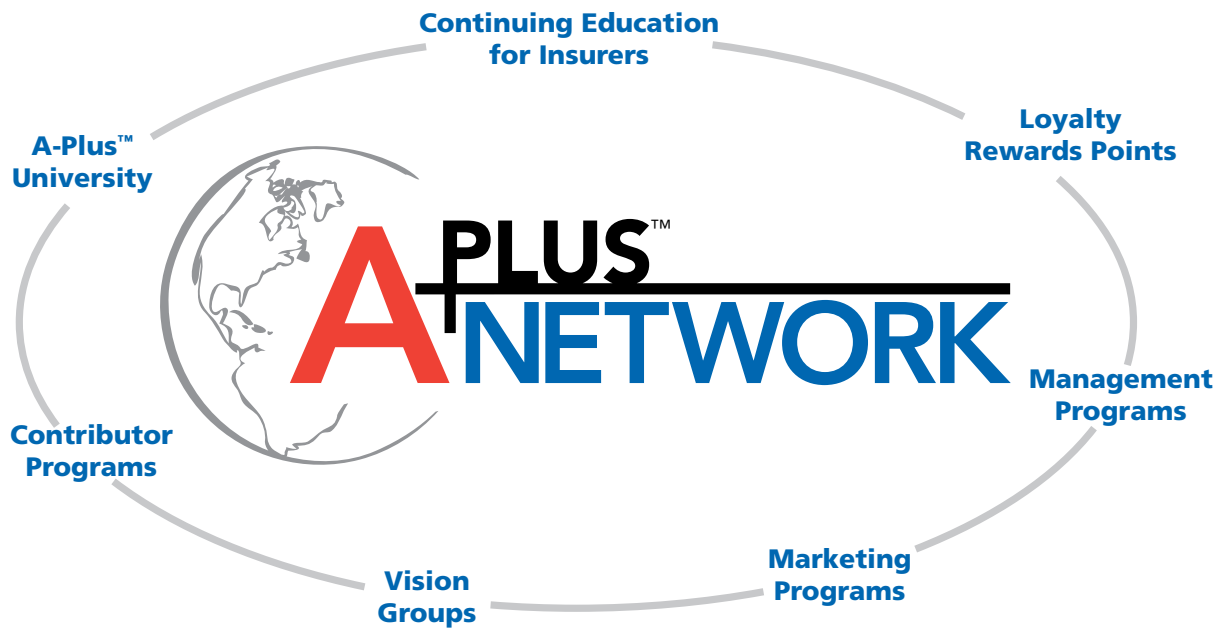
As a member, you have our commitment that we will work with you as partners so that the entire A-Plus™ Network can grow and evolve, as a cooperative force in the industry.

## Membership Has its Privileges



We offer our members business solutions that are a combination of powerful tools, products, and support services designed to give each member the resources to help win customers and improve in all facets of business.

# Business Solutions



**IS YOUR COLLISION CENTER LOOKING TO IMPROVE ITS PRODUCTIVITY AND PROFITABILITY?**

**ARE YOU LOOKING FOR BETTER WAYS TO REACH OUT TO CONSUMERS AND INSURERS?**

If you are looking to differentiate your business from your competition, the A-Plus™ Network can help. Our wide variety of business solutions focus on customer service, employee growth, insurance relationships, management training, marketing, process refinement, productivity and profitability.

These business solutions and support services have been designed to help you succeed in meeting today's challenges.





# A-Plus™ University

Created exclusively for A-Plus™ Network Members, these workshops have been developed for collision facility owners, managers and other key staff members who are interested in gaining advanced business skills.

## Your Diploma Awaits You

A-Plus™ University courses are taught at top quality destinations, and provide the information you need to drive a successful business. Collision industry experts from our organization teach these business management training courses. There are also opportunities to relax in the company of your peers, and learn from one another over a two-day period.



EcoLean™ Collision Services are all about helping collision facilities drive productivity and profitability, while reducing the environmental impact on our Planet. This program combines two of the most powerful forces in today's collision repair market: lean production and green business solutions — waste reduction.



The Winning the Keys workshop focuses on improving your closing ratio while creating loyal customers. We will teach you to utilize proven sales techniques that are custom tailored to the collision repair industry to help improve the effectiveness of your sales technique during the estimate process. We will also provide you with the skills, information, and tools necessary to write and negotiate more profitable estimates.

# Continuing Education for Insurers

Providing Continuing Education training is a cost-effective way to promote your collision repair facility to area insurance agents with the goal of increasing the agent's knowledge and your customer referrals.

Through the help of our Training Department and WebCE, we have two options to offer our A-Plus™ Network members.

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## Option 1: On-Site Continuing Education (CE) Training

On-site Continuing Education Training allows A-Plus™ Network members the opportunity to bring insurance agents and other insurance personnel into your facility to better understand the repair process. The CE Training is conducted by a member of our accredited Training Department. The program allows you to establish a relationship with local agents and provide them with quality training.

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## Option 2: On-Line CE Classes

WebCE is a nationwide e-learning provider specializing in web-based education courses for insurance professionals. Through our partnership with WebCE, A-Plus™ Network members can purchase CE Class Vouchers.

In turn, our members would then present the vouchers to insurance agents to redeem for a complimentary CE course. The voucher is redeemable for any one of WebCE's state-approved correspondence courses. The voucher covers the costs of the exam, grading the exam, issuing a Certificate of Completion and mailing the Certificate to the agent.





# Loyalty Rewards Points

Loyalty Rewards Points are our way of giving back to our members. Members receive Loyalty Rewards Points in the amount of 2% of their net Sherwin-Williams® Automotive Finishes paint purchases. Each point is equal to One Dollar (US or Canadian). Points do not equate to legal tender and cannot be used to pay for paint purchases.

Points can be redeemed for any of the following:

## **A-PLUS™ NETWORK BUSINESS SOLUTIONS**

- A-Plus™ University
- Continuing Education Training for Insurers
- Management Programs
- Marketing Programs
- Vision Groups
- Contributor Programs

## **ADDITIONAL ELIGIBLE PURCHASES**

- Advertising
- Industry Association Dues
- Industry Publications
- Management Systems
- O.E. Certification
- Training Tuition
- Travel & Lodging Expenses
- Equipment from Sherwin-Williams Automotive Finishes



*“The A-Plus™ Network has been very proactive, offering assistance any way they can with different programs and materials they have available. We recently joined a Vision Group and are very excited about all of the additional resources available to our business. We really appreciate our relationship with Sherwin-Williams.” ”*

— Craig Griffin | Laney's Collision Centre  
El Dorado, AR

# Management Programs

The A-Plus™ Network's Management Programs are designed around proven tools that will deliver results for our members. Our members can choose to gauge their financial performance through our on-line Key Performance Indicator tool, schedule a complete facility Impact Assessment, or see their dreams come to life by using our Collision Repair Design Services.

## On-Line Key Performance Indicators

Our Standard On-Line Key Performance Indicator (KPI) program lets you produce powerful reports and ratios, enabling you to evaluate the results of your business more efficiently and make decisions that will grow profits. If you are looking for a more advanced version, we also have you covered.

Once you have enrolled and completed our Improving your Performance with KPI's workshop at one of our training centers, you will have access to our Enhanced On-Line KPI Program. The course is designed to help our members discover ways to measure business performance and use those measurements to focus their efforts to improve their performance. The course is focused on Paint Shop issues, but the concepts can be used successfully in other areas of a collision repair facility.



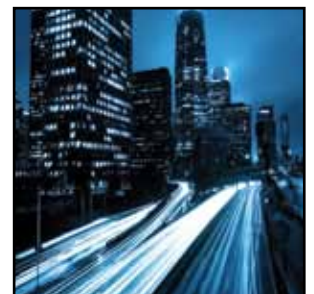
## Collision Business Consulting

Sherwin-Williams Automotive Finishes on-site consulting services include a two-day facility analysis and a comprehensive Impact Assessment of the collision facility's financial and operational performance. The executive report contains our analysis findings, recommendations, and an action plan for improving the shop's efficiency, profitability, and customer satisfaction. Our result-oriented solutions provide an emphasis and training on implementing a lean culture in the traditional body shop environment.



## Collision Repair Design Service

Collision Repair Design Service (CRDS) can help you achieve your goals. CRDS assists with expansion plans that you may have for a current building, a facility relocation or construction of a new facility. Creating an efficient collision repair facility requires looking at how the entire shop environment supports the repair process. Proper facility planning will lead ultimately to improved profitability, productivity and future growth.





Through our Marketing Creator, we are pleased to offer the Sherwin-Williams Community Discount Program and Preferred Customer Program to our A-Plus™ Network Members! You have the opportunity to increase customer and employee loyalty by distributing these custom printed postcards to vehicle owners and your staff.

# Marketing Programs

A-Plus™ Network Marketing Programs are designed around promoting your collision repair facility toward consumers and insurers. It is our goal to offer high quality marketing tools that will set our members apart from competitors and deliver cars to the door.

## Marketing Creator

Present your business professionally with customized print material created with the Sherwin-Williams Automotive Finishes Marketing Creator. This tool allows members to customize marketing material on-line with professionally designed templates. We offer a variety of solutions to help our members promote their business. From business cards to brochures we can customize your marketing needs, fast, easy and affordable.

## Market Research Service

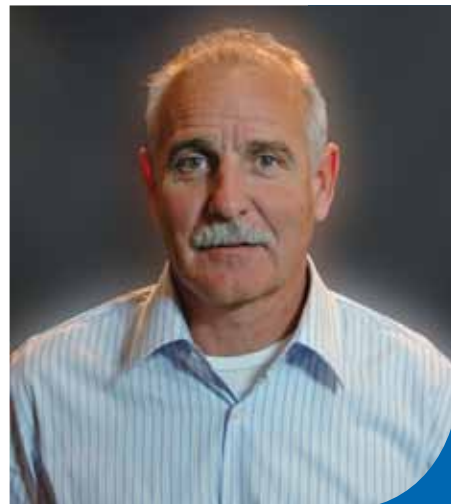
Our Market Research Service provides important data that our members need in order to stay on top of in their local market: the number of cars repaired annually, the number of reported auto accidents, total vehicle registrations, and total value of the collision repair market.

## Promotional Merchandise

Dress your staff for success! A-Plus™ Network Promotional Merchandise offers a full line of clothing choices for men or women and has the ability to co-brand your shop logo on any apparel items. From shirts and hats to clocks and mats, we can help you stand out in the crowd. Promote your membership by displaying the A-Plus™ Network logo prominently in your business.

## Illuminated Sign Program

A bright idea for your business! Signage is an essential part of any identification program. We offer both indoor and outdoor signs.



“Sherwin-Williams has helped me go from good to great! I have taken advantage of all of the A-Plus Network’s programs, all of the training; lean and estimating solutions, whatever it takes to become better. My goal is to be the best I can be and surround myself with the best people. Our involvement in the Vision Group is something that has helped us do that and become more profitable.”

— Lee Amaradio | Faith Quality Auto Body Murrieta, CA

# Vision Groups

A-Plus™ Network Vision Groups, also referred to as 20-Groups or Performance Groups, are made up of A-Plus™ Network Members who meet quarterly to learn new ideas, discuss important trends and improve overall business performance. These two-day meetings are structured to spend time in three key areas: Operations, Sales & Marketing, and Financial Performance.



## COLLISION CENTERS ARE FACED WITH NEW CHALLENGES EVERY DAY:

- Cars to the Door
- Winning the Keys
- Cycle Time Improvement
- Hiring and Retaining Qualified Employees
- Implementing "Lean"
- Maximizing Profitability



## DO YOU NEED HELP IN REACHING YOUR GOALS?

Our Vision Group members consistently work on their business defining winning strategies, building their teams and sharpening their skills to improve both top and bottom line numbers. Sherwin-Williams Automotive Finishes began its Vision Group Program in 2000 and currently operates multiple groups to meet your needs.

- Independent Owners Groups
- Independent Managers Group
- Dealership Groups



## SQUARE ONE SYSTEMS, INC.

Sherwin-Williams Automotive Finishes utilizes Square One Systems, Inc., to administer and moderate our Vision Group program. They have been widely recognized as the premier "20-Group" provider in the industry since 1988.

Elainna Sachire, President of Square One Systems, Inc. and 2007 Collision industry "Woman of the Year", believes that success for members is based on two very important pieces. First, Square One Systems is able to improve the financial performance of our Vision Group members businesses. After all, everything a collision repair owner/manager does must be proven in the bottom line. Secondly, they keep an eye on the direction of the ball and not on the ball itself. Their agenda provides the latest industry trends, topics, and strategies. Looking at your business through your customers eyes and exceeding their expectations is critical to your success, and our success.

## A-PLUS™ NETWORK VISION GROUPS WORK TO PREVAIL AS LEADERS

The mission of the A-Plus™ Network Vision Groups is to facilitate the business success of all members through teamwork, adaptability and innovation. Commitment to the group by each individual business owner is an integral part of membership. Through this commitment, the members of the Vision Groups will prevail as leaders in the collision repair industry.



# Contributor Programs

All third-party contributors must go through a selection process that focuses on quality of products and the value of the business proposition. We want our approved contributors to show the same commitment to assisting our members in improving their customer service, employee growth, insurance relationships, process refinement, productivity, and profitability.

## The Power of The Network

Our members receive discounted pricing and priority services from all of our approved contributors.

### CLAIMS SOLUTIONS

- American Honda
- Fleet Response
- Instant Estimator
- Safelite Solutions

### CSI PROGRAMS

- CSI Complete
- Customer Research Inc.

### ENVIRONMENTAL PROGRAMS

- CCAR GreenLink Shop Recognition Program
- GMG Envirosafe
- GRC-PIRK

### HUMAN RESOURCE PROGRAMS

- Automotive Disciplines Inc.
- The Fristoe Group
- VeriFacts

### INTERNET PROGRAMS

- ALLDATA Collision
- AutoWatch
- CollisionWeek
- iContact
- OEConnection
- Web Ready Solutions

### OFFICE SUPPLY PROGRAMS

- DELL
- OfficeMax

### RENTAL CAR PROGRAMS

- Hertz



“The Vision Groups, along with all of the other A-Plus Network offerings, make it a great program from top to bottom. They teach you how to run your business, instead of letting your business run you.”

— John R. Mock | Johnny Mock's Auto Body  
Pittsburgh, PA

# Membership Criteria

As an A-Plus™ Network member, you will be among a select group of collision repair facilities that meet the industry's highest standards. They are the same quality standards for which insurance companies advocate and vehicle owners expect when selecting a collision repair facility. Sherwin-Williams Automotive Finishes ask that A-Plus™ Network members meet the following requirements:

- Use Sherwin-Williams® Automotive Finishes products as your primary refinishing system:
  - » Premium Undercoats
  - » Top-quality ULTRA 7000® Basecoat or AWX® Waterborne Basecoat
  - » Premium Clearcoats
- Comply with all Federal, State, Provincial, and Local regulations pertaining to collision repair facilities.
- Employ qualified technicians who are I-CAR or ASE-certified in refinish and body repair responsibilities.
- Provide an on-going employee training program by utilizing various training resources available through I-CAR, ASE, or Sherwin-Williams Automotive Finishes.
- Maintain a refinishing area that complies with safety, environmental and legal regulations.
- Utilize the following:
  - » A four-point clamping system to secure vehicles while making structural repairs
  - » Electrical and hydraulic pulling equipment appropriate to the service offered
  - » Equipment capable of making three-dimensional measurements
  - » Current dimensional guides appropriate to the vehicle being repaired
  - » A computerized estimating system
- Use appropriate welding equipment that meets vehicle manufacturers' requirements.
- Replace or restore a vehicle's mechanical and structural components to their pre-accident condition to insure vehicle integrity, durability, and safety.
- Replace all safety devices and restore vehicle corrosion protection to manufacturers' recommendations.
- Provide a minimum one-year written warranty on all repairs.
- Maintain a clean, professional environment for receiving customers.
- Meet qualifications and utilize the Sherwin-Williams Automotive Finishes Limited Lifetime Guaranty Program.
- Monitor your customer service index through a third-party service.



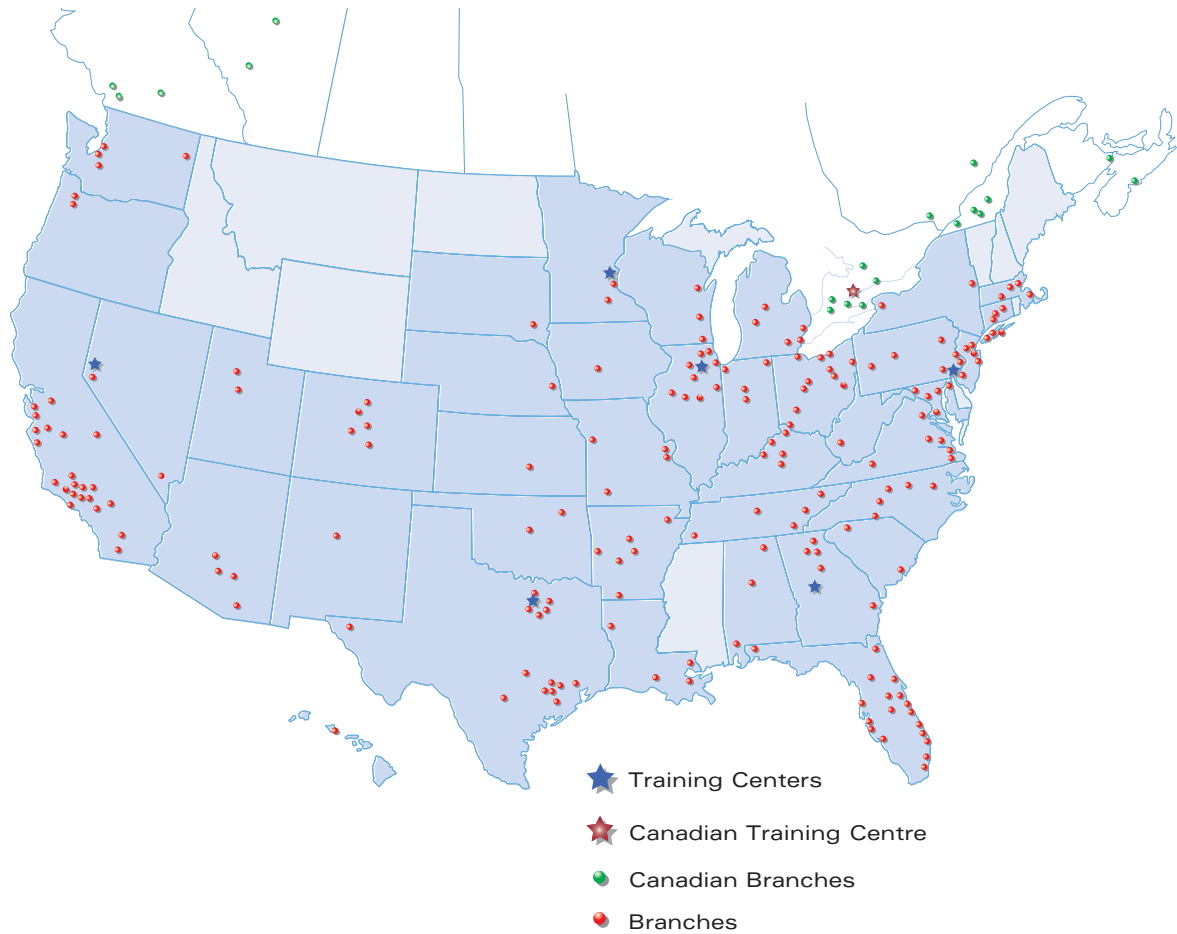


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# Locations



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Automotive Finishes

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