



# Smart Business

## A-Plus™ Network Driving Business Solutions to the Canadian Collision Repair Industry

As one of the nation's leading refinish suppliers, The Sherwin-Williams Company 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.

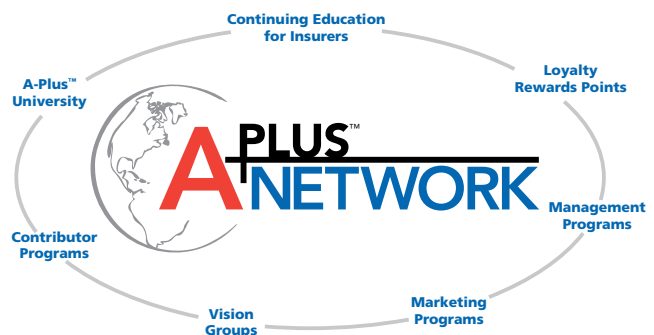
If you are looking to differentiate your business from your competition, the A-Plus™ Network can help. Our wide variety of business solutions focus on customer service, employee growth, insurance relationships, management training, marketing, process refinement, productivity and profitability.

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



“*Sherwin-Williams provides not just great paint, but valuable industry training and the best support available. Through our Vision Group, we've gained insight and developed relationships with repairers across the country. The A-Plus Network has provided us access to business solutions to help grow our business that otherwise would be far too expensive and out of our reach.*”

— Mark Baer | Budd Baer Collision Center  
Washington, PA

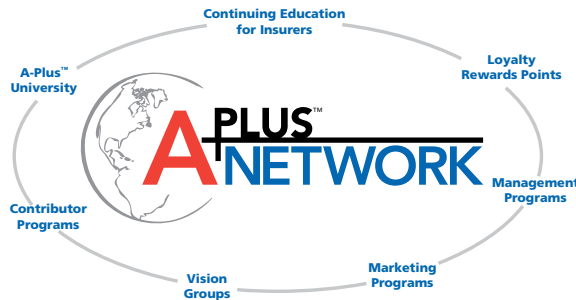


**SHERWIN-WILLIAMS**  
Automotive Finishes

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

# Comprehensive Business Solutions

The A-Plus™ Network Programs are a combination of powerful business tools, products, and support services designed to help assist members improve in all facets of their business.



Customer Service • Employee Growth • Insurance Relationships  
Process Refinement • Productivity • Profitability

## A-PLUS™ UNIVERSITY

- Business management courses designed to provide collision facility owners, managers and key staff with high-powered two-day training workshops.
- A-Plus™ University Workshops:
  - EcoLean™ workshops focus on lean production and reduction of environmental waste
  - Winning the Keys workshop focuses on customer service, selling skills and estimating

## CONTINUING EDUCATION (CE) 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.

## LOYALTY REWARDS

- Members that are in active standing receive 2% of their net Sherwin-Williams® Automotive Finishes paint purchases.
- Points can be redeemed for shop equipment, training and other eligible expenses.

## MANAGEMENT PROGRAMS

- Our on-line KPI (Key Performance Indicator) program will show you where your productivity and financial performance stack up against the industry and our top members.
- Members also have access to top industry consultants and our Collision Repair Design Service, who can help evaluate your business and implement proven management strategies.

## MARKETING PROGRAMS

- Our Marketing Creator website offers customized, professionally designed print material shipped to your door, fast and easy!
  - From business cards to shop brochures we offer customizable print marketing solutions
- We offer a Market Research service that provides important data for owners and managers to stay on top of local market information.
- Our Promotional Merchandise Program offers a full line of clothing choices for both men and women and has the ability to co-brand your shop logo on any apparel items.
- We offer our A-Plus™ Network members, indoor and outdoor illuminated signs, clocks, mats and other promotional items as part of our Identification Program.

## VISION GROUPS

- A-Plus™ Network sponsored Twenty Group meetings designed around either Dealership or Independent Collision Facilities.
  - Groups meet quarterly to share successes, solve problems and learn new ideas
  - Focus on operations, sales, marketing and financial performance
  - Moderated and administered by industry leader, Square One Systems

## 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 relationship, process refinement, productivity, and profitability.

A-Plus™ Network Members receive discounted pricing and priority services from our approved contributors:

### Claims Solutions

- Fleet Response
- Instant Estimator
- Safelite Solutions

### CSI Programs

- CSI Complete
- Customer Research Inc.

### Environmental Programs

- CCAR GreenLink Shop Recognition Program
- GRC-Pirk

### Human Resource Programs

- Automotive Disciplines Inc.
- The Fristoe Group
- VeriFacts

### Internet Programs

- ALLDATA Collision
- AutoWatch (Claims Corp.)
- CollisionWeek
- iContact
- Web Ready Solutions

### Office Supply Programs

- DELL
- Grand & Toy

### Rental Car Programs

- Hertz



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