



MVP Accelerated Sales & Marketing Systems

If you desire to accelerate your sales and marketing efforts, this action packed 1-day program is a must! Today's fast-paced marketplace demands a focused sales and marketing approach that is both innovative and practical. This course will help participants drive a marketing-focused vision and culture throughout the entire organization. If developing systems and tools to provide consistent sales to your door is important, this course is for you.

Who Should Attend	Shop Owners, Estimators, Managers & CSR Personnel
Course Objective	To provide an innovative and practical approach for marketing and increasing sales in a competitive and dynamic marketplace.
Course Length	1 day
Class Size	10 minimum, 20 maximum
Topics Covered	<ul style="list-style-type: none"> • Marketing Systems & Processes • Creative Branding Initiatives • Insurance Marketing Systems • Virtual Marketing Strategies • Estimate Recall Systems • Social Media Opportunities • Building Agent Relationships • Maximizing Internal Sales Processes



I-CAR students are eligible to receive 1.75 Gold Class points for this course. Automotive Management Institute (AMI) students are eligible to receive 14 Accredited Automotive Manager (AAM) credits.

Participants will receive a student manual, course hand-outs, lunch, refreshments, and an MVP certificate of completion. For additional information and registration call: 1-800-970-2283.

MVP TRAINING OVERVIEW

PPG's MVP Business Solutions offers the industry's most widely-attended training programs for helping collision repair centers learn practical, proven ways to improve their process improvement and succeed in a highly-competitive marketplace.

The Business Development Series offers 11 courses encompassing all the basic fundamentals of managing a profitable collision repair business—from estimating, administrative and organizational management to sales, marketing and production management.

In addition, the MVP Throughput Performance Solutions Series includes MVP Green Belt Training, the industry's most comprehensive training program for implementing the practical application of Lean Six Sigma for collision repair. As a follow-up to Green Belt Training, the Leader Development Series offers training on Job Instruction, Job Methods and Job Relations—critical skills for implementing and sustaining change.

Keys to the success of the MVP training programs are the real-world expertise and experience of MVP Certified Instructors.

MINIMUM REQUIREMENTS:

Any PPG or Nexa Autocolor™ customer is eligible to attend any MVP Business Development Series course.

PPG Industries

World Leaders In Automotive Finishes

