

Body Shop Marketing Book And Video Program Released

Assured Performance Collision Care and Scott Biggs, have announced the official release of their multi-media program to educate body shops on state-of-the-art marketing, customer retention and selling. The complete program includes a new book on how to market your body shop, *Break on Through*, authored by Scott Biggs, and DVD-videos that address marketing, selling techniques for shop sales staff, diversification strategies, and customer satisfaction and retention.

The core of Scott's book illustrates to the reader how to conduct a sophisticated marketing campaign that reaches con-

sumers, wholesale accounts, and more. There are numerous examples and samples of actual marketing programs shops have used successfully. The book begins with a twist by examining the strategies that insurers are using effectively and how body shops can use similar or even better techniques to regain ownership of the consumer customer. According to the table of contents, the book also details strategies and opportunities for the shops to diversify and expand their profit centers. It also provides specific details on selling techniques for the estimators on the line as well as cus-

tomers satisfaction techniques.

The release of the book comes at a critical time according to author Scott Biggs, "More than any time in the past, shops must regain ownership of the consumer and their future. The key to that is effective marketing, sales and customer retention." Biggs contends that shops are not at the mercy of the insurance companies for their volume if they are willing to market their business using effective tools and techniques. He concedes that marketing today is different than in past decades and requires strategies and tactics that most shop own-

ers lack. "Traditional marketing techniques are still a good starting point, but consumers are far different today and influencing their buying decision requires better tactics and a little more psychology. The book addresses those and makes the answers obvious and achievable without the reader needing to be a marketing expert."

The new book and 3 DVD videos are available individually and as a package to all interested shops online at: www.Marketing4bodyshops.com. Assured Performance Members are able to receive the educational program as another network benefit.

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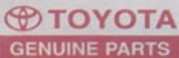
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NOTE: The book and videos are a preface for the Assured Performance Collision Care VIP program introduction and launch schedule for later in the winter of 2008. For more on the Collision Care VIP program call your account manager or go online to: www.CollisionCareVIP.com.

About Assured Performance Network
Assured Performance has reached critical mass with its size and geographic coverage of the US with more than 3,500 participating shops.

Consumers can now locate an Assured Performance *Qualified* Collision Repair business across the entire U.S. The network now represents over 25% market-share with marketing and purchasing power that includes billions of dollars in combined strength.

The network is made up of four complementary organizations:

- 1) a non-profit consumer advocacy organization that identifies, qualifies and promotes best-in-class collision repair businesses,
- 2) a separate buying group co-op that provides financial rewards and buying power to the qualifying member shops,
- 3) a network management company that provides marketing and business development services to member shops, and
- 4) a virtual marketplace called BodyShopBuying.com that provides marketing services to OEMs, dealerships, jobbers, and other collision industry participants.

For more information, please call: (949) 221-0088 or go online to: www.AssuredPerformance.NET