

## Marketing Solution Now Available For PBE Jobbers

Jobbers and distributors will have to reinvent themselves to remain relevant in the decade ahead. They will have to be bold and innovative to gain market share as the collision repair industry goes through tremendous change.

The size of the industry in total numbers of shops is imploding. The shrinking market is even more evident if one takes into consideration the shift of volume and gross sales dollars from many body shops to fewer and fewer. Therefore, for jobbers to maintain and especially grow their business, they will have to do far more than just send salespeople door to door calling on body shops.

- PBE Jobbers are faced with many challenges today:
- Lower margins and increased pressure to lower prices to compete.
- The introduction of online ordering and sales of many of their traditional products.
- Consolidator and aggregation of jobbers into multiple store operations (MSO).
- Manufacturers going direct to the end users (body shops).
- Too many jobbers and too few body shops with the trend showing there will be fewer and fewer shops.
- Higher cost of business operations and scarcity of skill and affordable workforce especially in sales.

According to Ben Franklin, the definition of insanity is when one continues to do the same thing and expects different results. Certainly the same might be said for Jobbers who continue to use little to no marketing and expect to stay competitive and retain their market share.

### All Jobbers Are Not the Same?

The first thing a Jobbers must do to compete and survive is to make their business different and stand out as a great choice compared to all of the others. Just like body shops, there is no official distinction between jobbers, those that distribute all of the paint and materials in the collision repair industry. There has never been

criteria or guidelines for selecting a jobber. But, in reality, there is a huge difference between wagon peddlers and PBE Jobbers with training centers, field support staff, multiple service locations, and a fleet of delivery trucks, trained staff, and superior inventory management systems. But without an easy way to identify and select the best jobber, a shop's choices are left to chance!

The second thing a Jobber should do is to make their business stronger by start using effective marketing. For the most part, Jobbers haven't used effective marketing to promote their businesses or the product lines they offer. Obviously,

*Now, jobbers can market, promote their business using state-of-the-art marketing tools never before offered.*

they can't use TV or Radio. And, yellow pages are expensive and ineffective. Most jobbers still do not have a website! A few might use direct mail fliers, appearances at association meetings, and golf outings to get a slice of business. But, most jobbers just rely on expensive sales staff calling door-to-door on shops with limited success at an extraordinary high cost.

### A Better Way to Do Business!

Now, PBE Jobbers can leverage an innovative and unique marketing and promotional program offered as PBE Jobber Net. The services include several options starting with online listing and promotion through the website:

[www.BodyShopBuying.com](http://www.BodyShopBuying.com)

The locator provides the best in class PBE Jobbers with a mechanism to make a distinction between their sophisticated businesses and the fly-by-night wagon peddlers. They are actually promoted to the entire industry through their listing on a high-traffic web portal and search engine specifically for body shops.

Jobbers can also use the electronic marketing tools to offer

specials, discounts and rebates. They can send information direct to the shop without the cost and complexity of snail mail. A Jobber can even save thousands each year using this electronic tool to send out "Stop Use" notices.

Jobbers can also move beyond passive marketing and actually engage in new forms of selling. They can tap into the "Call Center" sales support program that helps make sales calls for them to hundreds of shops monthly at a fraction of the cost of door-to-door.

The online promotional program is easy for all sides to use and cost effective. In just minutes, a PBE Jobber can establish an online business profile complete with contact information, photos, and detailed descriptions of the services they provide. Jobbers also itemize the types and categories of products they offer and even add a video profile of their business. The Jobber can provide the potential buyer a virtual tour of their business, helping to gain more business and build confidence in those they currently work with.

Another unique aspect that has never been seen in this industry before is the ability for Jobbers to use the site to offer shops special discounts and rebates based upon purchases and performance. The rebates can be offered by the Jobber or can be done together with the Manufacturer.

Now, shops can find a Jobber and various products when they need them, 24/7/365. And, instead of doing the same things and expecting different results (the definition of insanity according to Ben Franklin), Jobbers have an effective means to market and promote their businesses.

Finally after 100 years of operating according to an old and outdated business model, PBE Jobbers can use state-of-the-art marketing and promotional tools to turbo-charge their business for just pennies on the dollar.

For more information call 949-221-0088, or go online to: [www.PBEJobber.Net](http://www.PBEJobber.Net) or [www.bodyshopbuying.com](http://www.bodyshopbuying.com)



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