

# FORD NATIONAL BODY SHOP NETWORK



## Take Your Shop to the Next Level

The next step after becoming aluminum capable is becoming Ford Certified. Being a Ford Certified shop in the Ford National Body Shop Network lets your customers and community know that you have the right tools, equipment and training to properly repair Ford and Lincoln vehicles to ensure the fit, finish, durability, safety, and value.

Ford certification aligns your technical proficiencies with the right business analytics and marketing tools to help continually improve your business. By participating in the Ford Certified Body Shop Network you will receive the following benefits:

### Marketing and Promotion Support

- Press release campaign to both consumers and insurers in your local area, marketing your "Certified" collision credentials.
- Your body shop promoted on the consumer-facing smart phone application.
- Online Appointment Setting for your customers from smart phone app and online shop locator listings.
- Listing on the consumer-facing and insurer-facing exclusive online "Certified Body Shop Locators".
- Official Ford and Assured Performance Certified Body Shop Signage.

### Business Development Support

- Creation of an in-depth business development plan based upon a profile of your body shop's strengths, opportunities, and weaknesses (see reverse for more detail).
- Comparison and evaluation with industry "Best Practices" to achieve operational excellence.
  - Reports illustrating your Key Opportunities for Improvement.
  - Alert reports sent whenever your body shop KPIs fall short, illustrating opportunities and corrective strategies.
- Access to the online Business Development Dashboard to monitor your body shop's ongoing performance.
  - Benchmark comparison and evaluation against industry key performance indicators (KPI).
  - This exclusive data, not available anywhere else, compares your ongoing performance against other dealer body shops and independents.
- Tele-coaching to support the execution of your development plan.
- Data storage services to safeguard your body shop's data (optional).



# FORD NATIONAL BODY SHOP NETWORK BUSINESS IMPROVEMENT PROGRAM

## Improve Your Body Shop's Performance with the Help of the Ford National Body Shop Program

The Ford National Body Shop Program is not limited to technical know how such as aluminum capability. The business development program was built to provide operational support that can help your shop reach its full potential. Turbo-charge your dealership's body shop with Assured Performance Business Development tools and processes!

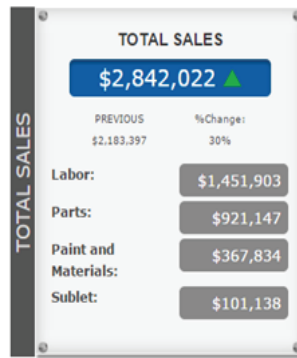
Included with enrollment is:

- Creation of an in-depth business development plan based upon a profile of your business's strengths & opportunities for improvement
- Tele-coaching support
- Comparison and evaluation with industry "Best Practices" to achieve operational excellence
- Benchmark comparison and evaluation against industry key performance indicators (KPI)



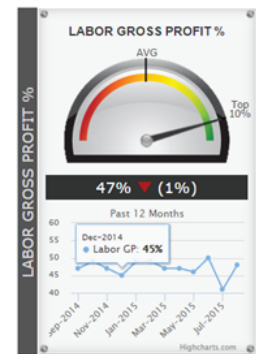
### Operational Analysis

- Total Sales
- Gross Profit
- Total Repairs
- Trend Analysis
- Normalized Cycle Time



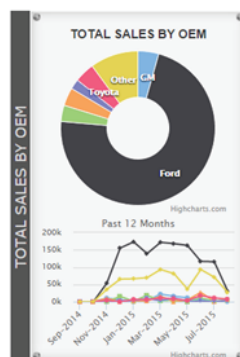
### Financial Analysis

- Gross Profit %
- Cost of Sales
- Labor & Gross Profit %
- Paint Materials GP %



### Sales Analysis

- Total Sales by OEM
- Total Sales by Insurer



### Parts Analysis

- OEM vs Alternative Parts Utilization
- Part Gross Profit %

