

# Heavy Truck

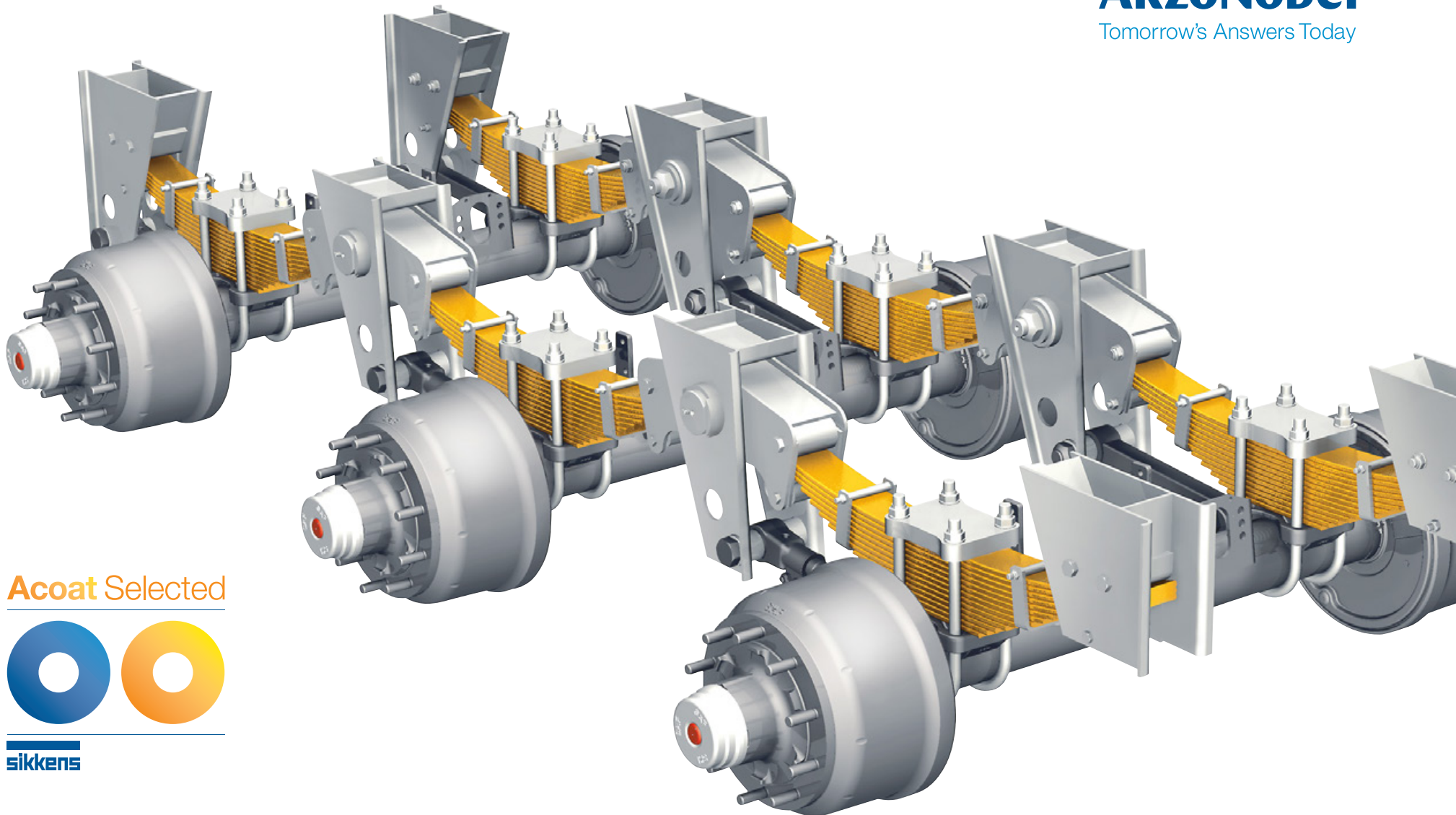
North American Performance Group

We help you carry the load



**AkzoNobel**

Tomorrow's Answers Today



Acoat Selected



sikkens

We help you carry the load



Welcome to the Acoat Selected Heavy Truck North American Performance Group (HTNAPG). AkzoNobel strives to be a total business partner with all of our customers. In the spirit of innovation, AkzoNobel recognized the need to expand our Performance Group portfolio to include truck dealerships and independent fleet repair shops. By being uniquely focused on this critical market, we are able to address the ever-changing needs of the commercial body shop. Grow with us as we help implement customer specific shop recommendations that will improve your business. Contact your local AkzoNobel or distributor representative to join the team today!



Sikkens Autocoat BT is a state of the art coating system designed specifically by North American chemists to perform in the most demanding of environments. High performance coating systems like BTLV650 are revolutionizing production environments by balancing the need for easy application and efficient coverage rates while adhering to the strictest VOC and HAPS standards. We accomplish these goals without any sacrifice to color match, supreme aesthetics, and long term durability. Let us work with your shop to customize a solution package that will have others putting eyes on your vehicles, while you can keep your eyes on the bottom line.

## Acoat Selected

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Acoat Selected is AkzoNobel's business development program for Sikkens brand customers. Whether you are looking to grow your business or improve day-to-day operations, the Sikkens Acoat Selected program offers the consulting services, management training, financial benchmarking, coaching and networking you need to give your business a boost. Insurance companies, vehicle owners, fleet administrators and other work providers trust Acoat Selected shops.

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# Acoat Selected performance groups

## Networking

Imagine being with a group of like-minded shop operators for the sole purpose of exchanging business growth ideas. That is exactly what happens at Acoat Selected Performance Group meetings.

Acoat Selected Performance Group members meet twice yearly to share successes, find solutions to problems, and make new relationships with other body shop personnel from across North America. The wealth of knowledge and experience present at these meetings is nothing short of awe inspiring.

The meetings consist of two primary functional arrangements - group activities and individual sub-group sessions. The Heavy Truck group is one of the sub-groups. Group activities include keynote speakers, idea contests, panel discussions, early bird classes, awards ceremonies, and a host of other venue specific functions. Members mingle and converse with the group at large during these membership-wide activities. Many of the people in attendance remark about how much they value the conversations that take place at the group functions. With so many people in attendance you are sure to find someone who has solved the problems you face or has had a great business improvement idea you can implement. The second functional arrangement, sub-group sessions, is where the hard work gets done. Similar in method to a conventional 20 group, members analyze financial data, formulate improvement strategies, assist each other in problem solving, and share experiences. The close friendships, both personal and professional, created at the meetings are immensely valuable to the members.

## Benchmarking

The Acoat Selected network offers unparalleled opportunities to benchmark your performance against other businesses and to identify opportunities for improvement.

For more than three decades, we've been organizing member groups and creating specialized tools and systems for measurement of performance. Member businesses have access to comparisons based on group averages, graphic and numeric presentation of results, and AkzoNobel's extensive and refined database of financial and other information.

Financial performance is examined very closely at each Performance Group meeting. Nondescript coding is used to protect the security of members' data. No one outside of the individual sub-group has access to members' financial information. Services Consultants use e-Benchmarking® to prepare graphical examination of member shop performance. Each shop is contrasted against the others for the purpose of identifying areas of success as well as areas that need performance improvement. Members learn the ideas and strategies used by others that are highly successful in specific metrics and also offer suggestions for improvement to members that are struggling in a financial area.

A complete data report is provided to each sub-group member, again coded to protect the information, with ample space provided for noting the discussion results about each metric. The report then becomes a member's road map when they return to their shop. Not only do they have a written record of the meeting, they also have implementation notes at their fingertips as they employ the suggestions received at the meeting.

## Results

*"When I first heard of your program for our managers about a year ago my first thought was this is long overdue. It was to my surprise that you had been holding these body shop 20 groups for several years. It was a no-brainer for me to get my body shop manager involved and I'm so glad I did for a number of reasons. It is a wonderful idea for my guys to get involved and network with other managers."*

### Brent Cooper

President  
Volunteer International





## Facilitation

AkzoNobel facilitators know the dynamics of the group process and are skilled in using techniques for keeping the group task-focused, encouraging creative thinking, building consensus and keeping all group members involved. They have the ability to create and maintain a safe, open and supportive environment for all group members.

Our skilled facilitators always remain “issue neutral” during a meeting. They advocate a point of view only when their expertise on a given subject is warranted.

Listening and observation are essential skills used by our facilitators. They are constantly listening and watching for nuance, content, body language, feedback and anything else that impacts the group. They are aware of a meeting on two levels simultaneously: content (what is being discussed or decided) and process (how the group is functioning). While it is true the members dictate the meeting content and flow, the facilitators effectively intervene when the meeting is veering off the subject or otherwise not moving toward accomplishing its purpose.

AkzoNobel invests heavily in facilitator training to make sure your meeting attendance is rewarding.

## Members

Ownership of the Heavy Truck Group belongs with its members. Venues, meeting topics, guest speakers, group bylaws, and meeting cadence are but a few of the engagement attributes governed by the membership. The HTNAPG is not a stuffy meeting consisting of consultants preaching how a body shop should be operated. Rather, it is a dynamic exchange of information between working managers discussing real world situations and proven solutions. Members leave each meeting with solutions that can be directly implemented and with a team to support them.

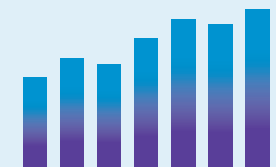


## Results

*“A benefit of the meetings is that all attendees are from truck body shops. As such we benefit from each other’s experiences with repair processes, parts concerns, insurance company relations, and industry specific business performance metrics. As a whole, the current membership has realized a 21% improvement in overall sales, 20% improvement in productivity, 16% improvement in operating income, and a 2% increase in their gross profit.”*

### Rodney Rowland

Service Director  
Lakeside Trucks



# By the **members,** for the **members**

Heavy Truck NAPG

## Meeting activities

### Financial Analysis

Members submit select financials prior to the start of each meeting. The data is compiled into a composite report book with easy-to-read graphs illustrating each shop's performance in the particular metric. Shop performance is analyzed and discussed during this session. Possible solutions are provided to positively affect numbers that are underperforming the group average.

### Interactive Discussion

- Improve profitability
- Understand cause and effect in shop financials
- Employ solutions other group members have enacted to remedy under performance
- Gain a better overall understanding of your financial situation
- Interrupt financial information in a highly visual way instead of the usual rows and columns of numbers



Founding members, 2005

### Process Improvement

Each meeting includes a session about improving the efficiency of your shop. This can be in office procedures, production floor activities, or external work provider related ideas. Derived from AkzoNobel's Process Centered Environment program, the process improvement session offers implementable suggestions that will result in improved shop efficiency and profitability.

### Presentation



### Solve My Challenge

This session is used to bring the entire group's focus to solving a member's nagging challenge. Each member is asked to bring to the meeting one problem or situation they are having a difficult time resolving. The members compare challenges with the most dire being selected for discussion. Almost without fail, a workable solution is found.

### Interactive Discussion

- Take advantage of the combined experience and wisdom of all the members
- Innovative solutions often are found
- Viewpoints of other members can better clarify a situation and remove emotional components
- Teamwork means you don't face challenges alone and without resources
- Many problems have been encountered at one time or another by another member - solutions are already known

*“Bob and Alan, Just wanted to take the time to personally thank the both of you for what you put into our meetings. I can tell you take it personally and treat it more than just a job. I get a lot out of these meetings and hope to put it to good use. Just from hearing the other guys talk, I think they feel the same way too. It’s always a pleasure.”*

**Jack Youngs**

Body Shop Manager  
Team Wieland



**Professionals**

AkzoNobel is fortunate to have employees with such a broad and deep understanding of the collision repair process. Rest assured the professionals that work with you have knowledge and experience you can trust.

**Real Results**

Each of the meeting components are packed with great ideas for improvement. Even if you were to implement only a small portion of what is available, your business would benefit from increased efficiency, less stressful working environment, lower operational costs, and ultimately greater profitability.

## Meeting activities

**Shop Tours**

Often meetings take place near a member’s facility. We seize these opportunities to tour the member’s shop. The tours offer a unique glimpse at how others operate their business. They say a picture is worth a thousand words. Then a shop tour is worth a thousand pictures! Always a rewarding session, shop tours allow you to observe, ask questions, and gain valuable insights into improvements that can be implemented in your business.

**Onsite Activity**



**Industry Update**

Stay up-to-date with the latest changes and trends in the industry that affect your business. This session captures the happenings of the past six months in a short, concise manner. From regulatory changes to mergers and acquisitions, if it has the possibility to influence your decision making then it will be covered in the session. Additionally, discussions often arise on strategies to capitalize on new opportunities or minimize disruption caused by our changing world.

**Presentation**

- Stay informed
- Leverage new opportunities before your competition does
- Assure your business is compliant with new rules and regulations
- Garner information to share with other departments within your business
- Get the current “big picture” view of the industry

**Action Planning**

Discussions and meetings are all well and good but useless if not accompanied by action. At the end of each meeting members complete an Action Plan detailing what they will accomplish prior to the next meeting. Business improvement goals are deliberately set to be ambitious yet realistic. Nothing like a little peer pressure to keep everyone motivated!

**Individual Activity**

- Includes: Goal, Steps to Achieve, Obstacles, Deadline, Accountability, and Expected Results
- Actions are limited to a maximum of three so as not to become overwhelming
- Local Services Consultants have a copy of the Action Plan and assist each member throughout the year in accomplishing the goals
- Documents efforts and results

# By the **members,** for the **members**

Heavy Truck NAPG

## Meeting activities

### Progress Review

Each member presents the results of their Action Plan work over the prior six months. The successes, challenges, costs, and benefits are presented so other members can learn from the experience. If there were challenges that could not be overcome the members will contribute their suggestions and ideas as to a possible remedy.

### Interactive Discussion

- Helps members stay motivated at continuous improvement of their business
- Learn strategies and practices that worked for others to effect change in your shop
- An opportunity to share successes
- Quantify the value of your efforts
- Track your business improvement year over year
- Get assistance overcoming challenges



### Marketing Session

Without sales you do not have a business. Marketing plays a key role in the growth and success of any business. This session explores what can be done at a truck body shop to increase sales. Whether it is cold calling on prospective accounts, negotiating with insurers, or improving your shop's CSI, there are always many effective strategies presented in the meeting marketing session.

### Presentation



### Technical Session

Periodically, meetings contain a technical session where repair processes, methods, and materials are discussed. This is high quality, in depth technical information that can be relayed to your technicians so they can be more productive and produce higher quality repairs. The information is pertinent to the repair of commercial vehicles and is not simply a sales pitch for new products.

### Presentation

- Gain a thorough understanding of complex repair methodologies
- Learn time saving techniques to implement in your production flow
- Improve repair quality
- Reduce warranty exposure
- Learn how to select the right products for a specific repair type
- Gain efficiency on the shop floor



*"It has been my pleasure to be the chairman of the group for the past two years. Every one of our group members has seen improvements in their shop profitability despite challenging market conditions. I believe the results can be directly attributed to involvement in the Acoat Selected program."*

**Rob Workman**

Body Shop Manager  
Effingham Truck Sales

**2012 Chairman HTNAPG**



**Professionals**

AkzoNobel understands the many challenges faced by today's collision repairers. It is for this reason we go to such lengths providing business solutions beyond just paint products. Our staff is ready to assist you in your business improvement.

**Real Results**

The Heavy Truck Performance Group is one of many services we provide. Our group members consistently outperform the market. AkzoNobel is committed to making sure this remains true indefinitely.

## Meeting activities

**Entertainment**

After a grueling day in a meeting room nothing helps refresh you more than a little fun. Every meeting event has an entertainment venue so participants can relax and take a breather. A round of golf, a cruise on the lake, sightseeing around town, or simply a relaxing meal, there is always something fun to do.



**Member Meeting**

Each meeting concludes with a private, members only session exclusive of AkzoNobel personnel. The meeting facilitation and content quality is judged, new members voted in, and a suggestions list is made for future meetings. The membership directs the future course of the group's activities during this closing session. Any remaining housekeeping tasks are also resolved.





We help you carry the load



## OUR COMMITMENT TO YOU

Acoat Selected was the industry's first business development program for collision repair centers, created in Europe in 1975 as a program to ensure long term success and viability of Sikkens brand customers.

Today, Acoat Selected is a mark of distinction in North America where it has been in place since 1991. With over a thousand Partners in the US and Canada, Acoat Selected is synonymous with "best in class" collision repair companies. Vehicle owners, fleets and insurance companies alike trust in Acoat Selected shops.

AkzoNobel technical training programs are designed to make your technicians as proficient as possible. We have a dedicated staff of full time employees focused on the creation and delivery of high quality programs.

The benefits to you from these valuable resources are manifold. People who understand your business and the challenges that you face. People who have a vested interest in the success of your business. People that know all facets of the collision repair business. People that are highly trained. People with years and years of experience. People you can trust.

As a company, and as a group of dedicated employees that make up our company, we commit to you we will do everything within our power to assist you and your business in attaining greater and greater success.

Because you choose to be an AkzoNobel customer you are entitled to more than just a can of paint. You are entitled to the finest support staff available from any paint company. AkzoNobel and our distributors are committed to providing that very service to you.

We welcome the opportunity to help carry the load.



AkzoNobel is a leading global paints and coatings company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well-known brands such as Dulux, Sikken, International and Eka. Headquartered in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 50,000 people around the world are committed to excellence and delivering Tomorrow's Answers Today™.

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