

Educational Service

The Acoat selected Educational Series consists of over 100 hours of high quality, instructor-led classroom education with new courses added regularly.

"I've had my managers regularly attend the Acoat educational classes and they always bring back a wealth of practical, useable information and benchmarking points that really get them taking a closer look at our performance. They return fired up with lots of great new ideas they're ready to implement. That keeps us profitable even when the local economy isn't the greatest."

*Lee Bates
President
Bates Custom & Collision, Inc.
Baytown & Channelview, TX*

EDUCATIONAL SERIES OVERVIEW

Just as in other professions, people in the collision repair industry need to keep their credentials current. That's why we provide members of the Sikkens Acoat selected program education courses each year.

We understand the value of your team's time and the need to keep your staff in the repair facility performing their work. Therefore, the classes are modular in format and are delivered locally. This format minimizes time away from the business and enhances the implementation of new concepts and best practices that are taught

A wide variety of courses are offered to give your entire staff the skill and knowledge they need to produce exceptional results. All courses offer best practices specific to the collision industry and suggestions for each of the key processes found in leading collision repair businesses.

Content for the Sikkens Acoat selected Educational Series programs is carefully planned to:

- Have relevance to current issues affecting the collision repair industry
- Foster implementation of learned skills, processes and concepts upon return to your shop
- Include tools for implementing learned skills, processes and concepts
- Be interactive and fun

Why We Are Different!

All instructors are Akzo Nobel employees whose only responsibility is business improvement for our customers. This interprets into great depth of knowledge and greater learning for students.

- Wide scope of subjects covered
- Spreadsheets and forms come as handouts with many of the course materials
- Industry specific subject matter
- Implementation assistance available - you are not left to implement changes alone

Most of our seminars are AMI approved and many of them are approved for I-CAR Gold Class points through the I-CAR Industry Training Alliance® program! This means you will experience the best industry specific management training while also earning credits toward your AMI degree and/or I-CAR Gold Class designation!



	Technician	Customer Service	Office Manager	Estimator	Parts Coordinator	Production Manager	Marketing Manager	General Manager / Owner	Duration	AMI Approved	ICAR Industry Training Alliance Program
Collision Administrative Process*		X	X	X	X	X		X	16 hr.	✓	✓
Business-to-Business Marketing				X			X	X	8 hr.	✓	✓
Advanced Marketing							X	X	8 hr.		
Estimating Consistency				X		X		X	4 hr.	✓	✓
Advanced Estimating				X		X		X	8 hr.		
Increasing Closing Ratios		X	X	X		X	X	X	4 hr.	✓	✓
Reducing Cycle Time		X	X	X	X	X		X	6 hr.	✓	✓
Implementing a Rapid Repair System	X	X	X	X	X	X	X	X	6 hr.	✓	✓
Maximizing CSI		X	X	X	X	X		X	4 hr.	✓	✓
Parts Management					X	X		X	2 hr.	✓	
Paint Material Management	X					X		X	4 hr.	✓	✓
Establishing Inter-Departmental Standards	X	X	X	X	X	X	X	X	3 hr.	✓	
Financial Analysis Overview			X			X		X	4 hr.	✓	
Fundamentals of Financial Management			X			X		X	16 hr.	✓	
Principles of Mentorship	X					X		X	4 hr.	✓	
Planning Additional Locations							X	X	4 hr.	✓	
The Customer Service Representative		X	X	X					8 hr.	✓	
Performance Management – Coaching for Success			X			X		X	4 hr.	✓	
Activity Management – Time for a Change	X	X	X	X	X	X	X	X	4 hr.		
Implementing SOP's			X			X		X	4 hr.		

*Can be delivered in a modular format

