

SMART Marketing

This seminar teaches you how to drive customers to your collision repair shop. This hands-on program helps you boost sales and profitability and determine how your company and product / service provide meaningful value to your customers, even in a competitive or saturated market. This interactive SMART program follows a proven process to provide you with the knowledge and tools to create your own unique marketing plan and capitalize on your plan in your collision repair shop.

What You Can Expect to Learn:

- How to win your market.
- How to identify and reach your marketing targets.
- How to create you unique marketing plan.
- Learn which marketing tools work best for your business.
- The five components of a marketing plan.
- How other SMART Solutions Programs may benefit you.

Seminar Length 1 Day

Who should attend

- Collision Center Owners, General Managers, Production Managers, Estimators and CustomerService Reps
- Jobber Store Managers and Jobber Store Sales Reps

Cost and Location

Contact your local DuPont Performance Coatings distributor for cost and location of a SMART program near you.

