IMPACT
ELITE MEMBER
A PROGRAM FOR
THE PREMIER
COLLISION SHOP
MIKE & JERRY'S
Paint and Supply
Let us IMPACT your business
To learn more about
IMPACT Elite Member Programs, contact:
Melissa Jolls at (908) 251-5713
meljolls@earthlink.net

ELITE MEMBER PROGRAMS

The IMPACT Elite Member program provides unique marketing and business programs for collision shops. If you are looking for ways to improve and grow your business you want to be an IMPACT Elite member. IMPACT offers unique tools that will enable you to better compete with national chains.
We will help you improve profitability, attract new customers and keep existing customers coming back.
These programs are outlined in the following pages.

As an IMPACT Elite Member you will receive many programs and benefits.
We provide you with many choices.
We encourage you to pick and choose those programs that will work for you and help improve and grow your business and profits.

www.impactcollisionsolutions.com

CREDIT CARD PROCESSING: DON'T OVERPAY IN CREDIT CARD FEES.

Can't make sense of your current statements? Does it seem that your processing costs go up every few months? Are there charges on your current statement that weren't there when you signed your agreement? Let First Data help you gain control of your card processing costs.

First Data Independent Sales

First Data Independent Sales (FDIS) is an established leader in the transaction processing industry. They provide flexible, robust, reliable products and services that enable merchants across the nation to accept nearly every type of electronic payment.
Benefits of FDIS:

- InterChange Plus pricing (the only pricing model that benefits the merchant)
- Easy conversion, 45 minutes from paper work to 1st transaction
- Quarterly audits to ensure you're getting the lowest rates
- You can never eliminate "downgrades", but we can help you minimize them
- Credit Card Processing

ELITE MEMBER PROGRAMS

IMPACT BIZUNITE MARKETPLACE

The IMPACT BizUnite program provides access to an online marketplace full of discounted business services to reduce members' daily operational expenses.

As an IMPACT Elite member you can save on shipping, payroll processing through ADP, payment processing, and office supplies to wireless services, tires, industrial supplies, uniforms, financing and more. Below are the programs available through the IMPACT BizUnite Marketplace:

PHOENIX SOLUTIONS GROUP

Results-based marketing solutions for the collision shops.

Phoenix Solutions Group Specializes in the collision industry and has delivered all-inclusive marketing products, which provide increased sales to every committed member.

Phoenix Solutions Group will help you:

- Optimize your customer's satisfaction.
- Develop customer loyalty programs that deliver amazing results.
- Understand and enhance your customer's repair experience.
- Utilize comprehensive analytical monthly reports.
- Gain the knowledge of highly experienced customer satisfaction consultants.

ELITE MEMBER PROGRAMS

I-CAR COLLISION SHOP TRAINING

I-CAR has new training levels that the collision shops need to meet. If the collision shops do not meet these new training requirements and become an I-CAR Gold Class Professional Business some insurance companies could drop you from their DRP list. We can help you obtain Gold Class Professional. Also, visit **www.i-car.com** or contact customer care at 800-422-7872.

Training

Webinar Training
Estimating and Profitability

Live Training:
Manufacturers Training provided by your Paint Distributor

AUTOMOTIVE TRAINING COORDINATORS

Tracking your staff's training and certifications to meet various network requirements can be confusing and frustrating, but more importantly the hidden cost of staff time to track, follow up and maintain can be staggering. Eliminate the frustration and minimize this costly expense, by turning your training management challenges over to Automotive Training Coordinators LLC. Services include:

- Coordination all year to eliminate last minute rush to complete
- Identification of training and certification requirements by staff role
- Identify upcoming training and certification opportunities for indi
- Identify training options to maximize your training dollar
- Register employees into needed classes and events
- Follow up to ensure employee training and credit was achieved
- Assist in ensuring all training requirements have been satisfied
- Complete necessary applications in a timely manner to eliminate network disruptions
- Record and track equipment
- HAP 6H requirement tracking

Call today and mention you are an IMPACT Elite Member to receive our special pricing. Call: 630-881-7945 or email: **info@automotivetrainingcoordinators.com**. For more Information visit their website at: **www.automotivetrainingcoordinators.com**.

ELITE MEMBER PROGRAMS

BUSINESS FORMS DISCOUNTS

RR DONNELLEY

Receive national buying power on forms and supplies. RR Donnelley is the largest printing company in North America. They offer quality products at competitive prices. They offer anything from invoices, statements, forms, labels, folders to complex mailing pieces with catalogs and magazines.

IMPACT COMMUNICATIONS

IMPACT Elite Member Newsletter
A quarterly publication specifically for collision shops containing technical and training information, business tips, testimonials, and an industry events calendar.

IMPACT Collision Solutions Monthly Flyer
These flyers offer information and tools that will help to grow and improve the performance of your collision shop.

BODY SHOP WEBSITES

We encourage you to talk to Body Shop Websites about your custom website. Body Shop Websites is the premier site for the collision repair industry, and they can help you promote your business online.

Body Shop Websites distinguishes itself by offering key features with every website package. Regardless of price, customers get personal service from BSW offices in Garner, North Carolina. The websites do not have long term contracts or hidden fees, they are 100% managed by their Customer Service Department, and updates can be implemented at no extra charge.

With one phone call, your easy-to-use, professionally-designed website is built and personalized with its own unique web address. Your new website will be live within 24 hours and optimized for the Web's top search engines. Get started by calling 888.232.6002 or visiting **www.bodyshopwebsites.com.** Tell them you are an IMPACT Elite Member.

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AUTO DEDUCTIBLE REIMBURSEMENT PROGRAM

IMPACT/Collision Guardsman is an insurance program that reimburses up to $500 of the auto insurance deductible for a repeat collision shop customer. This program is an excellent tool for collision shops to use to create repeat business with their existing customers.

Program Outline:
The Collision Shop presents a "Certificate" as a "Thank You" to their customer for all repairs where the RO exceeds $2000.00. The policy can be for 12, 24 or 36 months. The cost to the shop varies based on the length of coverage.

- The policy reimburses the customer's insurance deductible up to $500 when the claim is filed and the amount paid by their insurance company exceeds their collision deductible amount.
- This product compliments the customer's standard auto insurance policy.
- The policy applies to all motor vehicle owned and insured under the customer's family automobile policy as long as the person is residing in the household. (Husband, wife, significant other, or children up to age 23 and still in school. See certificate and policy for full details)
- The policy covers unlimited claims to any motor vehicle insured under the master policy.
- Repaired auto must return to the issuing shop for repairs.

HAZARDOUS COMPLIANCE COMPANY FOR COLLISION SHOPS

GMG EnviroSafe is a complete hazardous compliance company. They have a comprehensive, integrated service that will assists Collision Shops to address OSHA, EPA, and DOT issues on the federal, state, and local levels.

Benefits you will receive using The Compliance Department™ include:

a. Save Money – Generate a return on their services because of cost reductions from fewer injuries, claims, time off, work comp premiums, penalties, fines, training programs, equipment certifications, first aid, and waste disposal. These savings are tangible, hard dollars.

b. Reduce Risk – Many businesses are not prepared for a major liability such as an employee injury, lawsuit, fire, etc. This program proactively identifies potential liabilities and puts processes in place to minimize or even eliminate where possible.

c. Demonstrate Concern – A shop owner easily conveys their concern for their employees' well-being, the community they serve, and the environment by using their services to monitor work conditions and waste streams.

d. Gain Expertise – Regulations are complex. Very few body shops are experts on these regulations and how they will change in the future. This program adds a management process and expert resources to the company at much less the cost of hiring staff to handle internally.

e. Simplify Your Business – The collision repair business is a difficult, complex business. Having EnviroSafe as an effective part of your organization allows you to focus on your core competencies rather than being distracted or ignoring compliance issues impacting your business.

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ENTERPRISE PREFERRED PARTNER PROGRAM

Enterprise Rent-A-Car has developed a program tailored to the needs of our IMPACT Elite Members. Through their Preferred Partner Program, you will benefit from unique personalized service, strong business-building solutions, and value-added tools to support your individual business needs.

These programs include:

- The ARMS®, which is the Automated Rental Management System, features these benefits:
  - -ARMS® Automotive helps collision centers control costs and reduce rental expense. ARMS makes the replacement rental process more efficient, giving shops more time to focus on serving customers.
  - -Monthly cycle time reports let you measure your performance against other collision centers in your market. That information can help you grow your business and make you more valuable to your partners.
  - -The newest ARMS Automotive feature, repair status notification, uses text and email messages to keep your customers updated on the status of their repairs.
- Enterprise® Priority Pass
  - -Take advantage of our upgraded level of replacement rental service designed to increase customer satisfaction.
- Value-add Partner-Only Programs
  - -As a Preferred Partner, you have access to customized programs and services unique to your marketing and business management needs.

HAIL360° CATASTROPHE SERVICES

Hail360° will address seasonal and emergency, large-scale automobile hail damage repair services for our IMPACT Elite Member shops. When shops across the nation are confronted with overwhelming hail damage following a catastrophic hail storm, IMPACT Elite Collision shops will have a quality, nationally known Paintless Dent Repair (PDR) vendor to call on.

After a major hail storm shops are often overloaded and face staggering backlogs while addressing their customer's needs. Using Paintless Dent Repair (PDR), Hail360° provides large-scale automobile hail damage repair services backed with a national warranty on all repairs. Hail360° offers shops supplies training, support, skilled repair technicians, specialized estimators and many other complete hail solution tools.

Shops enrolling in the program will receive a quarterly rebate on sales, exterior and interior signage, marketing materials, and a training manual that takes shops through how to manage a hail storm and maximize their profit opportunities. Hail360° also provides paperless invoicing and estimating to the shops.

For more information visit **www.hail360.com** or call David Lott at: 800-518-1750(office), 228-261-7682 (cell). *Mention you are an IMPACT Elite Member shop.*

ELITE MEMBER PROGRAMS

MITCHELL'S DIGITAL MARKETING PLATFORM

Mitchell's Digital Marketing Platform can Help IMPACT Elite Collision Shops Increase Annual Revenues

Your customers come from everywhere. Shouldn't you be marketing and engaging with them wherever they are? Educate them on your business? Engage with them about questions they have before they purchase? Keep them up-to-date with their vehicle status during repairs? And keep in contact with them after the repair? When you do, you'll be able to create awareness and turn that into an increased customer base and increased profit.

The Mitchell Digital Marketing Platform is designed to provide the three absolutely required pillars of successful digital marketing strategy and execution: Attract, Manage, and Retain. Mitchell's Digital Marketing platform offers Impact Elite Members a single, affordable platform to perform and measure all aspects of their shop's web, social media and mobile sales, marketing and customer service activities.

e-Coupons
Special offers/promotions create new business. Produce and track digital coupons that will attract customers to visit and refer others to your shop.

Automated Marketing
Set time triggered communications through emails, texts, social media, and phone apps to help generate greater customer loyalty, referrals and profits.

Online Business Listing
Create an online "lobby" to increase website traffic optimizing search engine results. Customize it with your brand, list your services, include vehicle repair status, before/after photos, videos, customer reviews, an appointment calendar, and more.

Email/SMS Marketing
Make targeted email/text messages part of your digital marketing strategy. Include automated estimate follow-ups, thank you notes, plus over 100 pre-written templates for holidays and sharing industry knowledge.

Customer Database
Keep your contacts organized to quickly market to customers, insurers, dealerships, and other local businesses that are part of your daily operations.

Social Media Monitoring
Social media chatter about you gathered and analyzed automatically. Choose listening terms for over 80 popular social media sites to help you address your community's expectations.

Dashboard Analytics
Track marketing performance to understand your customer segmentation, brand influence, and profit generated.

To learn more or request a free demo on Mitchell Digital Marketing, please visit www.mitchell.com/digitalmarketing or call Mitchell at 800-238-9111.