

Continuing Education (CE) for Insurance Agents



**SHERWIN-
WILLIAMS**
AUTOMOTIVE FINISHES

Vehicle Refinishing for the Insurance Industry (Processes, Procedures & Materials)



***“How Can I Be Sure My
Customer Will Be Happy
After The Repair?”***

Be a Customer Advocate!

Understand what's necessary to produce a high quality repair that leaves the customer feeling satisfied with the repair process.

Happy Customers!

We all want them. We all need them.

How can collision shops help you create happy customers?

Understanding what a good shop does to refinish your customer's car is the first step to helping them choose a shop that will deliver consistent customer-pleasing experiences.

Come and let us show you the process and procedures we use to guarantee your customer will walk away happy with their repair...and you!

Who Should Attend

Class is designed for Insurance Agents, Agency Owners, Adjusters and Office Staff

Course Objective

To provide participants with the information necessary to understand the repair process and help their customers choose a shop that will provide the highest quality, customer pleasing repairs.

Course Length

7.0 Hours / Classroom / Open Discussion / Shop Demonstrations

Class Size

10 minimum, 20 maximum

Topics Covered

- ◆ Refinish Paint vs OEM Paint
- ◆ The Refinish Process
- ◆ Best Demonstrated Practices
- ◆ Proper Surface Preparation
- ◆ Restoring Corrosion Protection
- ◆ Undercoats
- ◆ Topcoats (BC/CC vs. S/S)
- ◆ Flexible Parts
- ◆ Blending / Tinting
- ◆ Troubleshooting