

NORTH WEST BODYSHOP SUPPLIERS

1st Year Anniversary Edition

November 2022 - November 2023

**INDEPENDENT PROMOTOR OF
MAIN DEALER PARTS, SERVICES & EQUIPMENT**

The newsletter supporting bodyshops!

MY TOP FIVE RECRUITMENT TIPS:

[Page 20](#)

I'm an automotive recruiter with over 8 years' experience within the accident repair and dealership world.

ARE YOU READY TO TAKE THE FIGHT FOR YOUR PROFITS TO INSURER'S?

[Page 10](#)

Tim Kelly at Motor claim guru helps repairers fight against insurers and retain customers, and has kindly provided the below document that you can insert on your Audatex assessment notes

QUALITY ASSURED CONSULTING 5 TOP TIPS

[Page 46](#)

Most bodyshop owners I speak with have no idea about the financial side of their business. They are forever repairing vehicles and hoping for the best.

UNLEASHING THE POWER OF SOCIAL MEDIA FOR BUSINESS GROWTH:

[Page 22](#)

Businesses must adapt to the ever-changing landscape of customer acquisition in today's digital age.

NORTH WEST BODYSHOP SUPPLIERS

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1st

ANNIVERSARY





Year Anniversary Edition

November 2022 - November 2023

Welcome to my 1st Anniversary Edition of the NWBS Newsletter, First of all I would like to thank everyone for their input in the Newsletter and to everyone who takes the time to read it and give me feedback and the encouragement to keep the newsletter going as a bi-monthly and without the support of the businesses who advertise in the newsletter it wouldn't be possible so please make sure you mention me/NWBS when you contact any business in the newsletter.

With this being the end of my first year in my own business I would like to give a big shout out to the businesses who supported me from day one which gave me the confidence to do this so thanks very much to the businesses/Partners below:

GDI Services

Basic Welding Services

Prestige Wheels

Auto Logistic Solutions

Parts North West

Marshalls Mercedes

Porsche Centre Chester

You all made this possible for me so thank you very much.

Thanks to all the businesses below who have come onboard as Partners throughout the last year:

Supertune Automotive

B2B Workwear

GT Services NW

Vertu Jaguar/LandRover

West Way Nissan

Williams Bmw/Mini Group

eStar Mercedes Van & Truck

Premier Group

Johnsons Honda

I look forward to working with you all for many years to come, thanks very much.

Finally I would like to thank you the Bodyshops/Garages that I visit on a daily basis, without the leads and business opportunities you give to me and my partners every single day I wouldn't be out there doing what I do to support your businesses day in day out.

So here's to the next year and I hope you all have a fantastic Q4 and end to 2023.

"Meet the Main Dealer Parts Managers"

MANAGERS PROFILES

Name: Chris Austin

Dealership: eStar Truck & Van Knowsley

Franchises: Mercedes Benz Truck , Daimler Bus , Mercedes Benz Vans ,& Mitsubishi Fuso

How many Years in the Trade: 17 Years

Favourite Food: Pizza

Favourite Drink:: Kopperberg

Favourite Team: Liverpool FC

Biggest Challenge in your Dept at the moment?

Dealing with back-order supply & keeping the customer service level at the highest level our customers expect.

Chris Austin

eStar Truck & Van Knowsley



Meet Chris Austin from eStar Truck & Van Knowsley

MANAGERS PROFILES

Name: Joey Reason

Dealership: Johnsons Wigan

Franchises: Honda/Seat/Skoda

How many Years in the Trade: 7 Years

Favourite Food: Steak

Favourite Drink: Peroni

Favourite Team: Red Bull Racing

Biggest Challenge in your Dept at the moment?

Maintaining customer satisfaction with backorder items.

Joey Reason

Johnsons Wigan



Meet Joey Reason from Johnsons Honda Wigan



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Advertisements for the
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Contact Neil on: 07917 868203

***NORTH WEST
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NWBS – NEIL BUCKLEY? WHAT MAKES HIM STAND OUT FROM THE CROWD?



I am a dedicated sales professional with a passion for helping and supporting my customers. My commitment to excellence is demonstrated by my drive to succeed, which has enabled me to specialise in helping main dealers and other partners sell parts and their products and services to the motor trade.

MY EXPERTISE

My expertise in this area makes me a valuable asset to any team or organisation that values customer service and sales success. My customers can trust that I will go above and beyond to meet their needs and ensure their satisfaction. Overall, I am an exceptional professional who is committed to making a positive impact in the Motor Trade industry. Contact me on 07917 868203.

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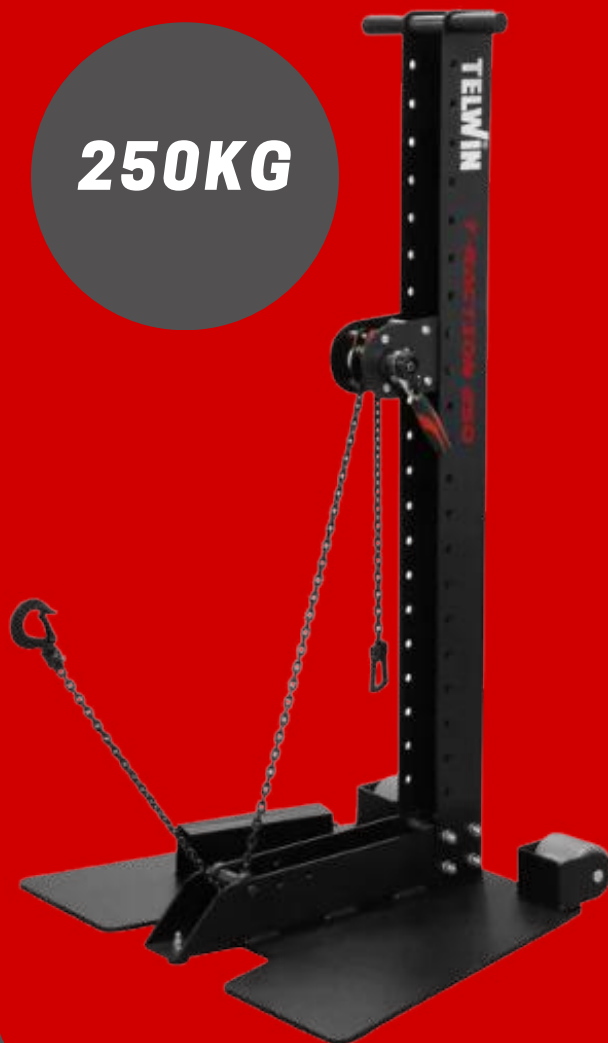
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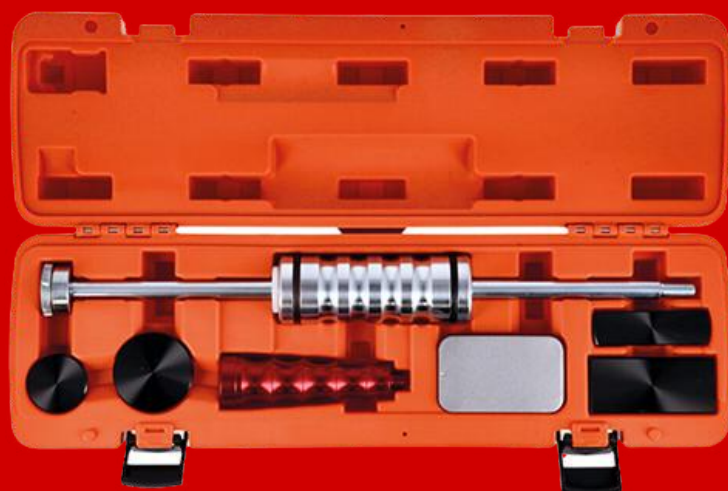
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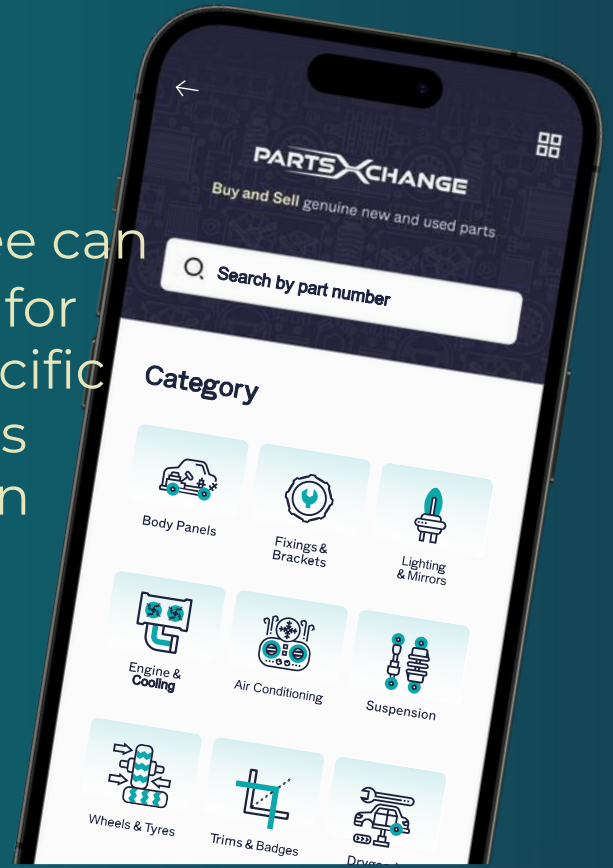
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MOTOR CLAIM GURU

Every day we hear of repairers advising losing work due to insurers steering customers away, It can be very demotivating, and you might wonder how you can retain that customer.

Tim Kelly at Motor claim guru helps repairers fight against insurers and retain customers, and has kindly provided the below document that you can insert on your Audatex assessment notes

There is also an article about fighting for your profits



**MOTOR CLAIM
GURU**

**Are you ready to take the
fight for your profits
to insurer's?**

Tim Kelly MotorClaimGuru Ltd

MSOEMIRTE C.A.E. EngTech.

Appropriately Qualified Person (AQP)

In the past few months I have hopefully given some basic business guidance, what you need to be looking at to run your business. The need to be working “on” your business as well as working “in” the business.

There will be technicians who are happy working for people and some that may wish to move on to running their own business and creating their own futures, I hope you are derive something of interest from these articles.

The “Need” for marketing, how important it is to the future of a business, the art of how to use social media powerfully and effectively.

How to find your profit in your business, the measures, process's and cost control you need to focus on. We should now have some semblance of a business “ticking over”. However, we don't want “ticking over” we want “on fire” and “killing it”. But you don't just jump from one to the other. We need to be practising daily rituals of consistency.

We need structures, process,detailed plans of peoples work roles, and who is responsible for what.

We then need to “review and improve”.

To do this we need knowledge.

The issue with the repair industry is that you have all been playing a Game, If you do not even know you are playing a game, you certainly will not know the rules of the game. The game you are playing is the “insurers”

game, not yours. The amusing thing is that insurers have come so used to winning the game, they have become complacent, they also do not know the rules.



MOTOR CLAIM GURU

Of the article's I have written, this is the one I have been most looking forward too. The one where you can see a bit of my world, why I love "doing what I do" and how having an understanding that knowledge is massively empowering. I have bodyshop's that I provide training too literally "buzzing" with excitement when they get a "win".

What is a win? Retaining that customer, maximising your profit.

What exactly is the game? Insurance itself dates back centuries, the primary points of importance stem from the 1906 Marine Act and form the basis of Every Insurance contract. It was finally updated in 2015 with important changes. You need to have a basic understanding of the 2015 insurance Act.

What is an "Act", it is an "act of parliament" which has created a law. I will wind it back a lit bit, as it is important to understand how laws and Government work, and their roles to protect the population.

We "elect" a Government to speak for us and protect us, we need "laws and Acts" to Govern our lives. In the specific area of the financial industry where Insurance sits, we have the "Financial Service and Markets Act 2000" by which the finance industry has to abide.

Now we have this aspect of law, we need someone to regulate the market place, through parliament a regulator is created which is the "Financial Conduct Authority"(FCA),we also need a "Dispute Resolution provider" which in this section is the Financial Ombudsman Service"(FOS).

Both the FCA and FOS need to have regulations to refer to, to make sure consumer are protected. We also have " Consumer laws", which I will come to later.

All of these are "the rules of the game". Next month, I will go into "what the rules are" . But on a parting note, one of my favourites, "Unfair Terms and Conditions in Consumer Contract Regulations 1999" Now incorporated in the 2015 Consumer Rights Act, the relevance to Bodyshops? Loosing customers to Insurer as a result of increased excess's? Click here for your free download on what action you can take to attempt to overcome them. <https://www.motorclaimguru.co.uk/blog/losing-customers-to-insurance-companies-as-a-result-of-increased-excess-in-conjunction-with-bodyshopmag-free-resource-to-download-and-print-off-on-how-to-overcome> Tim Kelly is founder of www.motorclaimguru.co.uk an expert in Insurance and assessing vehicles, consumer advocate and bodyshop consultant who's goal is to change the industry and put repairers back in control of their profits.

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Get in touch with your local Retailer for more information.

BODYSHOP SPOTLIGHT

Why not put the spotlight on your bodyshop within NWBS Newsletter.

Advertising your bodyshop in NWBS Newsletter can be a great way to reach a targeted audience of car enthusiasts and potential customers. By placing an advertisement in the newsletter, you can showcase your services, highlight your expertise, and attract new business. The newsletter is distributed online to over 1000 businesses subscribers, including car bodyshops, car owners, and other industry professionals. This means that your advertisement will be seen by a highly engaged and interested 3500 + LinkedIn Readers, who are more likely to take action and contact you for services. So why not take advantage of this valuable advertising opportunity and promote your bodyshop to the NWBS community today?

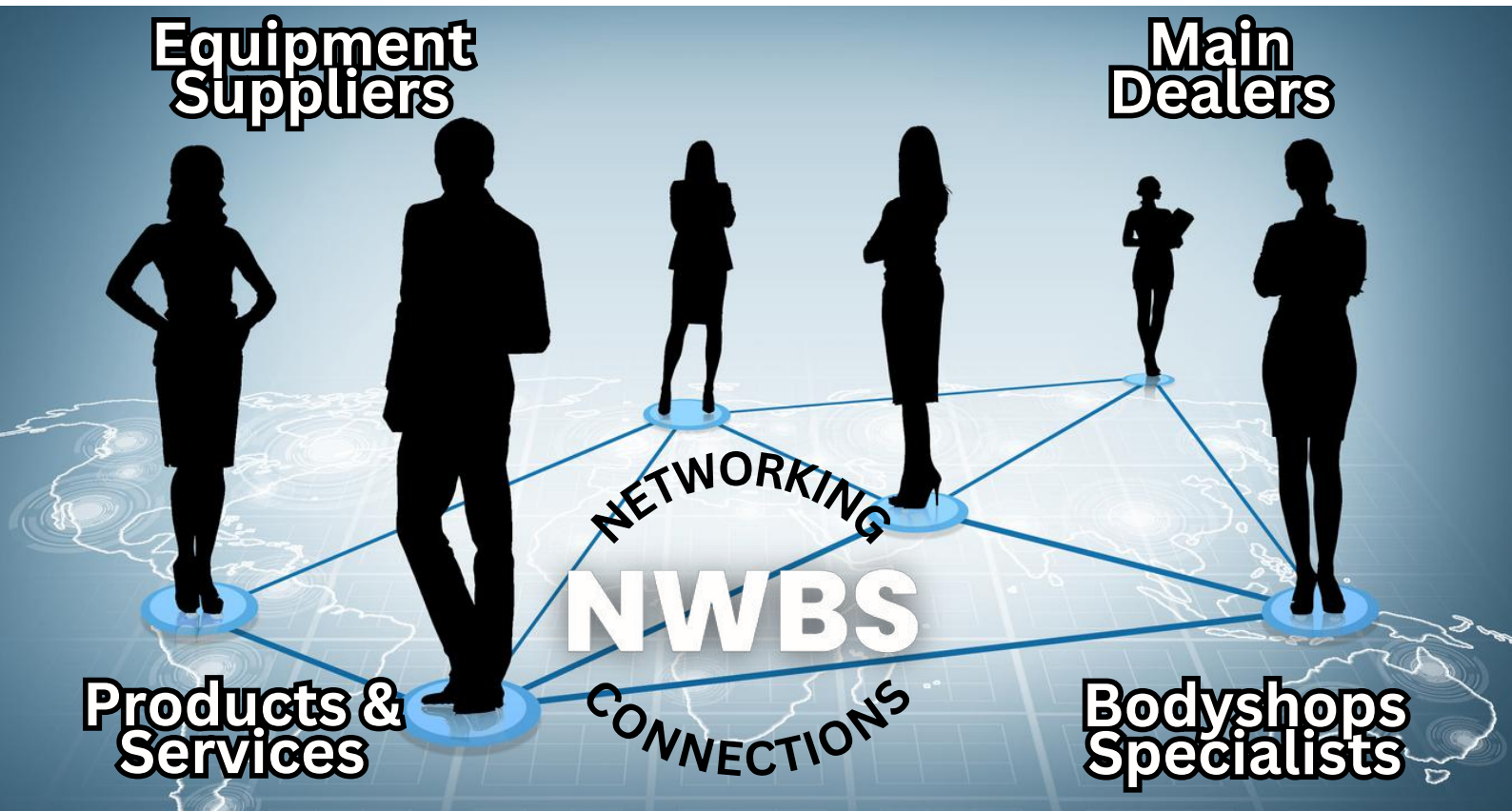


THIS PAGE COULD BE YOUR BUSINESS!

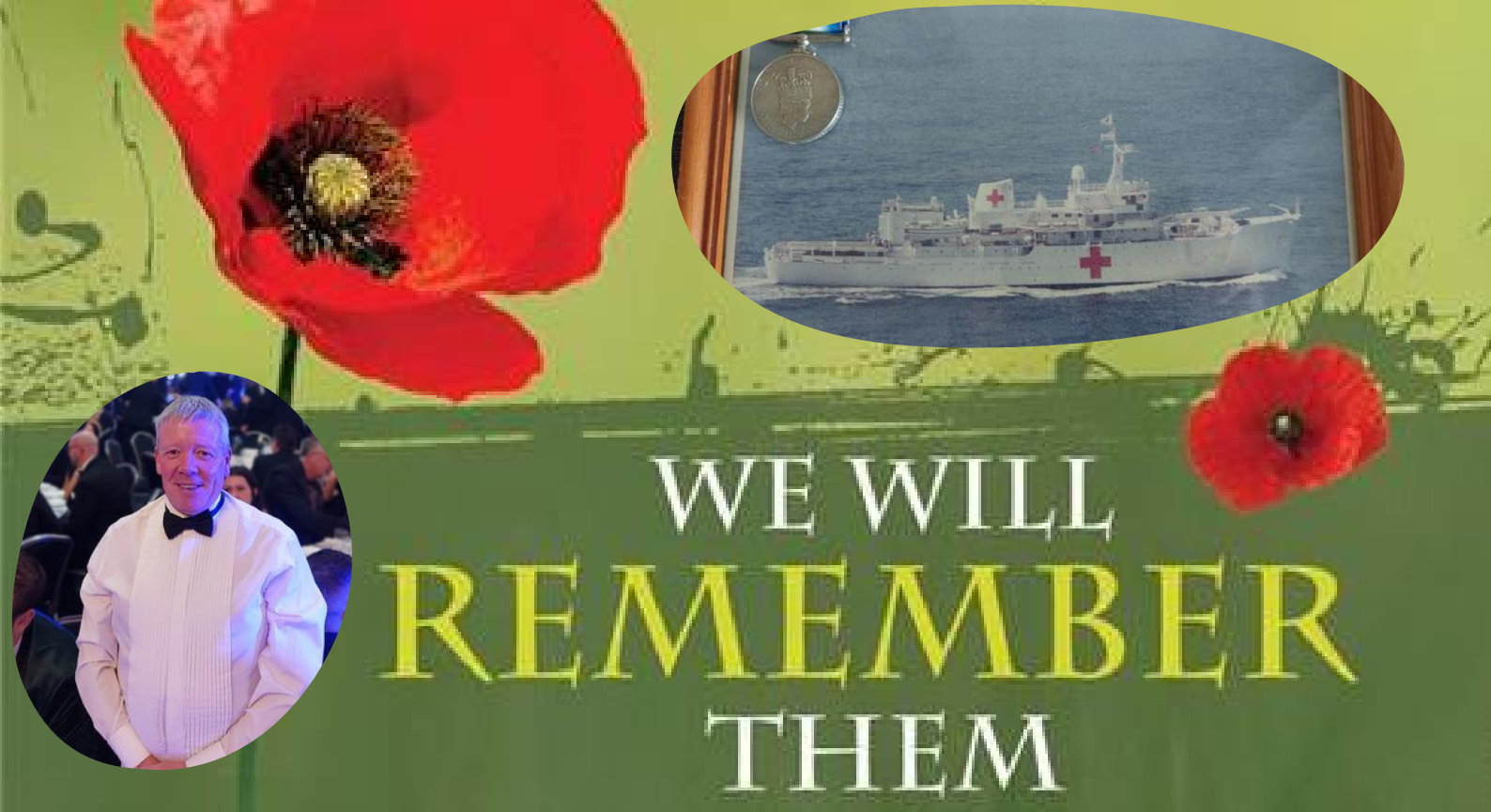
CONTACT NEIL TODAY

Williams Group sponsor a charity called Maggie's which is a cancer charity, today we done a sponsored cycle event with our staff and between us cycled over 200 miles, over in the showroom they done similar

Below is a pic of Matty Kelly and Parts Advisor David Heward who is also a member of the Williams Employee Board



For Any Suppliers not listed contact Neil on 07917 868203



WE WILL REMEMBER THEM

With Remembrance Day fast approaching I thought I would share a couple of experiences which might prompt you to put another quid into the collection boxes when you see ex Service men and women along with youngsters from the cadet forces collecting.

I joined the Royal Navy at the tender age of 16 and 17 days, After completing my training I joined HMS Hecla and in 1982 as a 17 Year Old I was drinking (Under age) in pub in Gibraltar when the MP's walked in and shouted my name, I was required back on ship as we had received a signal saying we were going to war in the Falklands as a Hospital ship, so the following day I had to ring my mum and dad and tell them that we wasn't going to the Canary Islands anymore and we were heading South. We worked alongside a few other ships and SS Uganda (as the main hospital ship) during the war.

A few months later I returned home as an 18 year old man.

In 1985 I was serving on HMS Jupiter on a stint serving in the Gulf when we got a signal saying we needed to go to Yemen to evacuate civilians (including 40+ expats) from Aden, Being a Radio Operator I was part of a Landing Party that had to train along with 4 Royal Marines to hold a beach head to evacuate the civilians, fortunately for me HMY Royal Yacht Britannia was in the area and they had a full detachment of Marines onboard so they held the beach head and we then got some of the civilians onboard to take them to a safe neighbouring country.

In 1991 when the first Gulf War started I was actually out of the Navy and working at OMC Ford in Oldham, I volunteered to go back in the Navy as a reservist and on the day I was due to join the communications centre at Whitehall after my initial refresher training the IRA sent a mortar bomb into the garden at Downing Street so I couldn't actually get to Whitehall so had to go for a few beers and joined the day after!

Hopefully you have enjoyed these little stories and next time you see me after I have had a pint I might tell you a few more.

Please give generously “We Will Remember Them”

OEC® Partners with GT Motive to Connect Customers to Competitive OE Parts

Partnership will increase genuine OEM parts usage, reduce total loss vehicles and write offs.

1st of October 2023, Newbury, UK : OEC and GT Motive are partnering to provide customers with greater access to competitive OE parts pricing support directly through the OEC VISION collision platform. VISION, a digital sales channel, is designed to connect manufacturers, repairers, and insurers to promote total loss avoidance and increase genuine OEM part sales.

“We are delighted to have GT Motive as a partner for our market-leading collision platform, VISION. GT Motive has an exciting product which is growing in the UK, and we are happy to be part of their journey,” said Damon Milne, International Product Director, OEC Trade & Collision. “This partnership gives OEC access to additional repair estimates for our clients, generated by the GT Motive platform, allowing us to increase genuine parts usage and save additional vehicles from being written off.”



The VISION collision platform leverages in-depth market insights to automatically identify and work to save borderline total loss vehicles. VISION allows insurers to run Total Loss Avoidance schemes, minimising the vehicles going to salvage after incident while increasing the genuine part prices available to repair networks. In doing so, VISION builds stakeholder relationships, streamlines existing workflows, and promotes OEM parts sales and usage.

By partnering with the largest manufacturers, dealers, repairers, and insurance providers globally, OEC can connect those involved in the vehicle parts and repair ecosystem. OEC provides access to the networks and data needed to transform selling, sourcing, leasing, managing, billing, and claims processes.

“We’re proud to partner with OEC to provide our users with access to pricing support on OE parts. Our customers can now benefit from competitive pricing to fit genuine which will provide a better quality repair and increase productivity,” said Executive Director of GT Motive, David Vella. “We’re continuously making improvements to our modern estimating platform to ensure repairers can complete repair cost calculations quicker and more accurately.”

GT Motive, creators of estimating platforms GT Global and GT Estimate, launched their cloud-based solutions into the UK’s claims market in 2020. With the OEC partnership, GT Motive is working with an OE parts ordering technology provider for the first time.

The OEC and GT Motive program leveraging the OEC VISION collision platform began in the UK on the 1st of October 2023.

**CLICK
HERE**

**TOTAL LOSS
AVOIDANCE
PROGRAMME**

About OEC

OEC connects those involved in the vehicle parts and repairs ecosystem so they finally have an easier way to get their job done. They get access to the network and data needed to transform selling, sourcing, leasing, managing, billing, and claims. Learn more at www.OEConnection.com.

About GT Motive

Established for over 50 years and present in 28 countries, GT Motive is a company devoted to developing software solutions for the automotive industry. With a range of products including accurate estimating solutions and streamlined cloud-based workflow platforms, GT Motive helps repairers, engineers, insurers, and fleet companies to achieve their goals and drive efficiencies in engineering and claims management. GT Motive are the 2021 and 2022 winners of ABP award for The Repairer’s Choice for Best Estimating System.

totalloss **AVOIDANCE**

powered by VISION

Get notified of every collision estimate for a competitive edge against the aftermarket

Over £10,000,000 RRP Value in OEM parts sales in UK



The VISION Total Loss Avoidance (TLA) Programme offers a solution to bodyshops to prevent vehicles from being declared a write-off. By collaborating with vehicle manufacturers, VISION provides a discount on the entire parts basket to help keep vehicles on the road.

VISION connects crash repairers directly with vehicle manufacturers, and dealers to notify vehicle manufacturers' central sales teams of every collision estimate written. OEC's specially-designed software boosts your vision of the market for more effective, efficient parts sales.



TOTAL LOSS AVOIDANCE

Every year, thousands of vehicles are written off by insurance companies because their repair is deemed too expensive relative to the vehicle's market value.



HIGH CONNECTIVITY

By using data-driven algorithms, VISION proactively seeks vehicles within crash repairers that are deemed borderline total loss.



WIN-WIN-WIN

VISION is the only system on the market to offer instant, accurate decisions for vehicles written off by insurers using our bespoke total loss scheme.

Now live with GT Motive. Please call for more details.

Contact us: vision@OEConnection.com
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TOTAL LOSS AVOIDANCE PROGRAMME



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SME UK TRANSPORT AWARDS
ALLOY WHEEL REFURBISHMENT SPECIALISTS OF THE YEAR IN GREATER MANCHESTER
2021, 2022, 2023

My Top Five Recruitment Tips



Kirsty Mellon

**Managing Director at Kirsty Mellon
Recruitment**

Mobile 07983854905

Email info@kirstymellonrecruitment.co.uk

Automotive recruitment covering the UK

I'm an automotive recruiter with over 8 years' experience within the accident repair and dealership world.

Fave drink: Strawberry daquiri (frozen holiday ones are the best)

Fave food: Pizza

Fave hobby: Throwing weights around at the gym

Loves travelling and exploring new places

Hates flying ants and being cold

Random fact about me: I'm the oldest of 10 children, 6 sisters and 3 brothers.

1. Don't prejudge

CV's too long, too short, too many big words, they can't spell, looks overqualified or underqualified, maybe they've moved around a bit more than you would like or perhaps they've got more experience than you expect but they're applying for a lesser role, and it doesn't make sense. I hear all too often reasons why a person won't be suitable before a conversation has even been had. "The job won't be enough", "the job will be too much", "he'll probably leave again in 6 months", "sounds like he loves himself"... and I'm not saying you're wrong, but equally, how do you know until you have a chat with them? CV's are a formality, words on a bit of paper rarely really help you to know a person. Maybe you're not convinced enough for a face to face so just arrange a phone call. That candidate could be hidden gem.

My Top Five Recruitment Tips

2. Stick to your time scales.

If you say you'll get back to someone by a certain time, then do so. Even if a decision hasn't been made or there isn't an update, having a conversation with your candidates and explaining that shows them you haven't forgotten about them, and you do value them. Often, the reason they're looking for work in the first place is because they don't feel valued, that small conversation could ultimately be the deal breaker for them.

3. Get back to everyone, even the unsuccessful ones.

Could be a simple email if you're short on time, maybe even a copied and pasted template if needs be, especially if you've interviewed a ton of candidates but chances are, while you had multiple options, your candidate only had one, you, and that post interview not knowing, can be incredibly stressful and they will tell their friends. The automotive industry is a small one, and people talk. Good and bad. That "I interviewed with them but never heard back", could be what stops anyone they know coming to interview or work with you in future.

4. Keep doors open & keep contact details.

They weren't successful this time, but maybe you will have another opening in future? Maybe the person you chose will have a change of heart? Keep their number, going through your phone next time will save you a lot of time and potential money advertising. Save their number with what they do and when you're looking again (in case you're not so good with names) you only need to search the job title in your phone.

5. Get feedback.

What did they like about the interview process with you? Is there anything they disliked? Could anything be improved? Interviews are as much an opportunity for the candidate to interview you as much as you are interviewing them, getting feedback will allow you to build on your strengths, make improvements if needs be and make sure you are also giving the best possible impression to everyone walking through your door.

The Case of a Car Bodyshop

Businesses must adapt to the ever-changing landscape of customer acquisition in today's digital age. One of the most effective methods is harnessing the potential of social media. In this article, we'll delve into how a car bodyshop utilised social media to expand its customer base and share insights on the strategies that can benefit your business.

Leveraging Social Media for Business Growth

Social media platforms serve as more than just a means of connecting with friends and family; they are now powerful marketing tools. The car bodyshop recognised this potential and decided to tap into it.

Strategies to Enhance Customer Acquisition

The car bodyshop adopted the following strategies to optimise social media usage and grow their business:

Creating Engaging Content

The first step to social media success is creating engaging content that resonates with your target audience. The car bodyshop focused on producing visually appealing posts showcasing their repair work, before-and-after photos, and customer testimonials.

By doing so, they were able to capture the attention of potential customers.

Consistent Posting Schedule

Consistency is key in the world of social media. To keep their audience engaged, the bodyshop maintained a regular posting schedule. This not only helped in keeping their existing followers interested but also attracted new ones.

Utilising Relevant Hashtags

Hashtags are a vital component of social media strategy. By using industry-related hashtags, such as #CarRepairs and #AutoBodyShop, the car bodyshop ensured that their posts reached a wider audience. This also improved their visibility on platforms like Facebook, LinkedIn, Instagram and Twitter.

Interacting with the Audience

Engagement is a two-way street. The car bodyshop actively responded to comments, messages, and inquiries from their audience. This personalised approach helped in building a strong online community and customer trust.

Running Targeted Ad Campaigns

In addition to organic content, the car bodyshop invested in targeted advertising. By identifying their ideal customer demographics, they created ads that specifically reached out to those most likely in need of their services. This approach significantly boosted their customer acquisition.

The Results

By diligently implementing these strategies, the car bodyshop witnessed a remarkable surge in their customer base. Their online presence not only attracted local customers but also garnered attention from a wider geographical area.

In conclusion, social media is not just a platform for socialising; it's a dynamic tool for boosting your business. The car bodyshop's success story is a testament to the immense potential that social media holds for those willing to explore and harness it.



A business should use Social Media Management services for several key reasons:

Expertise: Our services bring a deep understanding of social media platforms, algorithms, and best practices. This expertise is crucial for leveraging these platforms effectively to promote a business.

Time Efficiency: Managing social media accounts can be time-consuming. Our services free up the business's time, allowing them to focus on their core operations while you handle their online presence.

Consistency: Maintaining a consistent social media presence is essential for engagement and growth. Our services ensure regular posting and interaction with the audience.

Content Creation: We can create engaging and relevant content tailored to the business's target audience, enhancing their online branding and visibility.

Audience Engagement: Effective engagement with followers is key to building a loyal customer base. Our services can actively interact with the audience, responding to comments and messages, and fostering community engagement.

Growth Strategies: We can develop and implement growth strategies, including audience expansion and follower acquisition, to help the business reach a larger audience.

Analytics and Insights: Social media platforms offer valuable data, and our services can interpret and use these insights to make data-driven decisions, improving the business's social media performance.

Crisis Management: In the event of negative PR or crises, our services can help manage the situation, mitigate damage, and protect the business's reputation.

Competitive Edge: An effective social media presence can help a business stand out from competitors and reach a wider market. Our services can give them a competitive edge.

ROI Tracking: You can track and measure the return on investment (ROI) from social media marketing efforts, ensuring that the business's resources are used efficiently.

In summary, your business using our Social Media Management services will benefit with our expertise, you will save time, maintain consistency, engage with your audience, and will achieve your social media goals efficiently and effectively. Our services can be a valuable asset for your online branding and marketing.





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We provide independent electricity, gas, water procurement advice, carbon management and Net0 strategies and compliance services to bodyshop businesses throughout the UK.

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» monitoring & usage reduction

Analyse existing usage and actively reduce consumption.

» electric vehicle charging points

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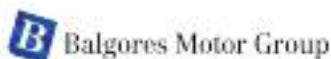
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- Quarterly energy newsletter
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Our clients include:



Call ECA Business Energy on 01246 290 490 to discuss how your bodyshop can start saving on energy.

Email: sales@ecaBusinessEnergy.com | ecaBusinessEnergy.com

5 Expert Bodyshop Energy Saving Tips

Could your operations be more energy efficient?

Are you implementing measures to reduce your carbon footprint?

ECA Business Energy support bodyshops to reduce costs, attract more business, and help the environment.

Their award winning team works with over 400 bodyshops across the UK, generating total savings of more than £4 million.

Here are a few energy saving tips from the industry experts. Use energy-efficient equipment

Choose models with energy-saving features when purchasing or upgrading equipment.

Look for spray booths, paint dryers, air compressors, and other machinery that are energy efficient. Implement a preventive maintenance program

Maintain and service your equipment on a regular basis to keep it functioning at its full potential. Proper maintenance saves energy and extends the life of your machines. Manage energy during idle times

Establish procedures for turning off or putting equipment in standby mode when not in use. This includes turning off lights, shutting down computers and printers, and powering down machinery during breaks and after work hours.

Monitor energy usage

Install energy meters to track your bodyshop's energy consumption.

Regularly analyse the data to identify areas where energy can be saved and implement appropriate measures.

Consider renewable energy sources

Assess the potential benefits of installing solar panels or other renewable energy sources to create clean energy for your repair centre.

This will help in offsetting your energy consumption and reducing your reliance on the grid.

Bodyshops are invited to sign up for a free membership to ECA's Green Energy Drive, which offers numerous benefits:



- One to one energy consultation
- One to one carbon neutral consultation
- Quarterly energy newsletter
- Quarterly energy webinar
- Access to information on energy saving products and equipment
- Access to ECA cloud based usage analyses

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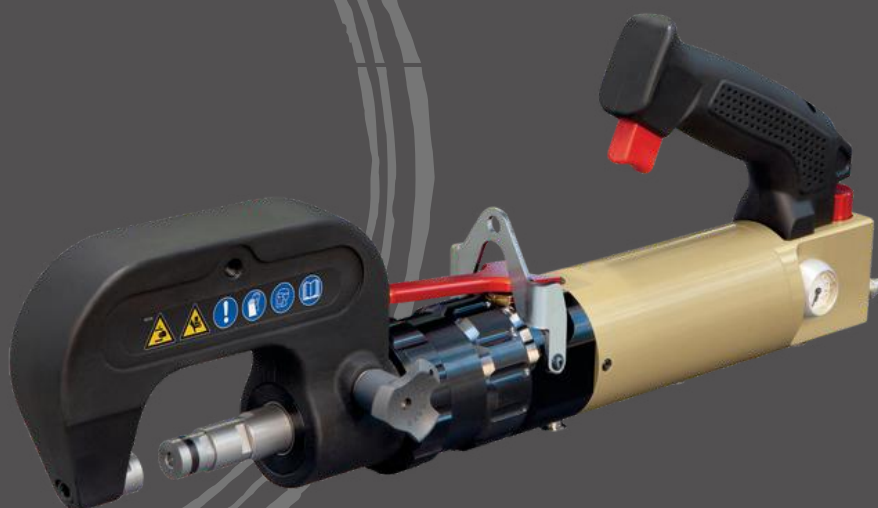
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SECURING NON FAULT REPAIRS

5 Tips to securing non-fault repairs.

1: Ask some simple questions at the start of doing an estimate as to who was to blame for the accident – you will be surprised as to how willing customers are in providing their views, particularly if its not their fault.

2: Remind your customers that they paid for their insurance to cover them should they cause an accident, and not for the benefit of the other driver.

3: Advise them that should they claim on their policy, fault or non-fault, they will pay up front their excess amount.

4: Also confirm to them that their policy is effected if there is a claim . Even if its isn't their fault, their policy will have a claim registered against it, and this WILL affect their premium amount, come the time of renewal.

5: Finally make them aware that if they let their insurer choose the repairer, then they will only be offered a small courtesy car while their car is being repaired. However by following your recommendations, they will be provided with a vehicle similar in size to their own.

There is only one way to ensure that;

A: Your client doesn't pay an excess

B: They keep their insurance no claims status clean

C: They get provided with a like for like replacement vehicle

D: And they have all the hassle and stress taken away from them



and that's to allow a specialist company to take the claim directly to the third party insurers on their behalf. If you follow these steps you will secure more repairs, securing top labour rates, being paid in 24Hrs, and you will earn more from your hire commissions.



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Outcome – We managed to secure renewal terms with the same insurer at £9,762.34 (a reduction of £4,727.66)

OUR 3 TOP TIPS WHEN CONSIDERING YOUR RENEWAL OPTIONS

Are you confident you are working with the correct broker. Are they asking the appropriate questions to demonstrate their knowledge of your industry and ensure you are getting the right insurance cover in place for you and your business.

When was the last time you carried out a tender for your insurance. Have you been with the same broker / insurer for a number of years, are you being shown alternative quotations from the insurance market.

When conducting a review DO NOT engage with more than one other broker. The insurance market for bodyshops is very limited. Choose a broker confidently knowing they are a specialist in your industry and will provide a tailored solution for you and your business. If they specialise in the motor trade sector, they are most likely going to have an established partnership/relationship with insurers in order to achieve the outcome you set out for.

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The Vehicle Recovery Industry is currently in just as much peril as the Vehicle Body Repair Industry, restraints from insurers who control the Breakdown and Rescue volume complicated by volume control on a daily basis, as they tend to stack jobs in order that their own patrols attend first! which exacerbate the situation for the Recovery Operators as and when the Club patrols finish shift, large volumes of unattended claims are distributed to operators who also have employees finishing shift!

Further complicated by the Pandemic, where Recovery operators had staff on furlough yet needed to cover 24/7 shift patterns? Then Brexit and the exit of European staff who returned home, compounded by the driver shortage as we emerged for COVID and the vast increase in salary requirements to retain staff in a role which is unsociable let alone unpredictable at best and dangerous in nature due to attending vehicles at the side of busy roads, "unlit "A" roads", smart or all lane running motorways, to name but a few.

CMG are one of the most compliant companies in the sector with both regulatory and legislative industry practices, which is something which CMG thrives on, as partnership companies look and require to have this compliance in place in order to transact business.

CMG work in partnership with Insurers, Claims Management companies and Body Shop Repair groups to support their Road Traffic Collision uplift programs. UK Nationwide coverage, which can centralise the "Out of Hours" requirements becoming a one stop shop, a 24/7 x 365 control room, able to dealing with incoming phone calls, or instructions electronically via a web-portal, vehicle tracking and full transparency from images, documentation, through to invoicing via the web-portal. Just one point of contact but clarity on charges and service provision no matter where they you located in the UK.

Article produced by Mike Hawcroft for and on behalf of CMG
Contact detail email: mike.hawcroft@cmg-org.com

Engaging with new talent has never been so easy,

WHY NOT JOIN US

to help bridge the **skills** and **generation** gap



Dave Reese & Julie Eley Co-Founders of School of Thought

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School of Thought talks about what we can all be doing to address the skills crisis in the industry. With registrations for EU nationals ever decreasing compared to previous years due to Brexit, addressing our skills crisis has never been more important than it is now. Furthermore, with people reconsidering their career options because of Covid, by wanting to spend more quality time with their family, knowing that furlough made them “cut their cloth”, people have retired earlier than expected or reduced their hours – plus, we still have an ageing workforce. So, what can we do to bridge the gap? School of Thought says we need to drive our industry forward and are asking you to ‘STEP UP’ to give a young person the step up they need – and not just young people. Our industry needs good people regardless of age, gender, ethnicity, culture, or background, however young people are the lifeblood of our industry and our future talent. You can do this several different ways, but whatever you decide, do something as doing nothing is not an option. You can become an ambassador and showcase our industry, your role and your company in schools and colleges, pledge a place for a trainee or apprentice or become a partner and help to shape the talent of the future. School of Thought not only has programmes in place, but we can also help connect you with local schools, so check out what they have to offer to give back to the industry. **Want to know more?**



Press Release 19/09/2023

Breaking News – Ford UK Endorse AWE24

Since School of Thought launched AWE24 ‘The Year of Automotive Work Experience’ at The Road Transport Expo and the British Motorshow more and more companies are agreeing with us that the industry needs to embrace work experience as a major step in bridging the huge generation gap within the automotive industry.

Congratulations to Ford UK for being the first vehicle manufacturer to endorse AWE24.

Having worked with Ford UK for 20 years they have always been forward thinking and understand the current issues in the automotive industry and the importance of promoting all the opportunities it has to offer. It gives me great pleasure to be working with Ford UK and their dealers in 2024 to bring young people into the industry to give them experience of what it’s like to work in a Ford dealership.

A huge thank you to Ford UK.

Why not get on board with all these companies and put the 15th to 19th April 2024 in your diaries. AUTOMOTIVE WORK EXPERIENCE WEEK.

Working together our industry can get back on track and with schools back we are getting even more requests to meet students and tell them what’s on offer.

School of Thought
Creating Solutions, Inspiring Actions

**Contact: dave@ready4work.uk or julie@ready4work.uk
for more information.**

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it's started...

On the 17th August 2023 School of Thought launched AWE24 'The Year of Automotive Work Experience' at The British Motorshow and will culminate with a dedicated Automotive Work Experience Week from 15th to 19th April 2024.

School of Thought have already committed to offering work experience to one young person in 2024 and we already have companies like LKQ/Eurocarparts, Automechanika, Vizion Network, Autotech Group, Complete diagnostics, Walcom, Easy2recruit, DC Lomas and D.J Mackenzies Ltd and The Autobody Professionals Club (ABP) ready to offer young people places in 2024.



Some companies are already offering work experience and it works so if you are a vehicle manufacturer, independent garage, bodyshop, parts supplier, engineering company, equipment supplier, tech company or any other automotive business, get on board with all these companies and take up the AWE24 Challenge by committing to take ONE PERSON for ONE week of WORK EXPERIENCE in 2024.

We can make huge strides if our industry commits to the challenge. This will be promoted to the industry all through 2024 and beyond, culminating in an annual National Automotive Work Experience Week every year.

Getting involved is easy.

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QUALITY ASSURED CONSULTING 5 TOP TIPS

Know your numbers!

Most bodyshop owners I speak with have no idea about the financial side of their business. They are forever repairing vehicles and hoping for the best. One common reply I get when on this topic is 'there's money in bank' - This is NOT an indication that the business is profitable! If there's money in the bank today but not tomorrow does that mean the business is now not profitable on day 2? It's vital that you understand your business financials and have a process in place to monitor these on an ongoing basis, or you are setting up to fail. You may fail quickly or after a period of time, but you will 100% fail.

Do not price match!

I often see smaller bodyshops competing with other local places and undercutting them in order to secure a job. When I see bodyshops doing this I try to educate them as to why this is not a good idea. Every business has different running costs so it does not make sense to lower your prices to match or better a business with different overheads! Ultimately you end up repairing a vehicle no profit or, worse still, at a loss, just for the sake of stealing a job from a competitor. You should have a method of pricing work that is specific to your business, taking into account your overheads and required margins, and stick to that regardless of whether Fred down the road is cheaper - let him do those jobs as opposed to doing them at your detriment!

Don't be too proud to ask for help!

As 90% of my work comes from referrals I regularly take calls from bodyshop owners who are seeking help developing their business. Some have owned these bodyshops for many years and some are relatively new. In all cases one of the early things I say is 'the first step is seeking help'. There are a lot of bodyshop owners out there too proud or embarrassed to ask for help and, unfortunately, it's those that usually end up closing down. There are many examples in recent years of this happening.

If you are looking to make your business more profitable, sustainable and future proof, it's inevitable that you'll need to utilise people, so do not be too proud to ask them! Whether it's QAC or another, the first step to making these improvements you need is seeking assistance.



Know your contracts!

Analyse your contracts! Before you sign on the dotted line make sure you know what's being proposed.

What discounts are this work provider stipulating? Are these built into the repair or do they come after?

Are there hidden rebates in there or stipulations such as where you must purchase your paint and what paint this must be? Be aware of these kind of clauses as occasionally there's a monetary penalty for not obliging.

What liabilities are you signing up for – warranties? Courtesy vehicles? Who is insuring these courtesy vehicles? At what cost does this come to you?

There are so many key factors to be aware of when deciding whether to take on a particular contract and its vital you are considering the whole situation before agreeing to anything. Do not fall foul of the misconception that having a busy yard means you are making money – this is only the case if your contracts are profitable in the first place.

Invest in your people!

As we all know, staff in the motor industry are very hard to find. Good, reliable staff are even harder to come across. If you have a good team you should continually invest in them. Whether this is skills training, promotions or simply team-building days out, you are only as good as your team and its never been more important, as a bodyshop owner, to ensure your team feel valued.

With the constant evolution in vehicle technologies it's important that your team are up to date from a skills point of view so regularly investing in training, new techniques and equipment should be budgeted for. There are loads of providers out there and you should always be aware of the latest developments in the repair industry and, more importantly, ensure that your team are aware and capable of dealing with them

PHIL SHEDDEN

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- Universal cleaner for medium to heavy contamination
- Mild ingredients that are kind to the skin
- Skin compatibility, dermatologically tested
- 100% Sand free



Retailer contact details



BMW & MINI
Business with Independent Repairers

BMW Blue Roll 750 sheets (3ply)

£29.99 each + VAT

Part number 83190391854

Wipes, are highly absorbent with good tear resistance. Three-layer, blue, perforated.



RETAILER CONTACT DETAILS



BMW & MINI
Business with Independent Repairers

Tork 130062 Heavy-Duty Wiping Paper / 2 Ply Absorbent Paper Roll (500 sheets) (Pack of 2)

£34.99 + VAT

Part number 83 19 5 B31 007



PLEASE CONTACT ME DIRECTLY



BMW & MINI
Business with Independent Repairers

GENUINE BMW CONSUMABLE OFFER

STEERING WHEEL COVERS

10 X £17.90
+ VAT

Reusable protective cover with elastic for protecting steering wheels.



RETAILER CONTACT DETAILS



BMW & MINI
Business with Independent Repairers

MAJOR UNIT INTERVENTION AND PRICING SUPPORT.

Within the Trade Parts Programme, is the Major Unit Intervention and Parts Pricing Support. These elements of the programme attempt to prevent vehicles being written off by offering a reduced cost more affordable to the customer. Additionally, it allows the Independent to fit a Genuine (BMW or MINI) part at a competitive price to an OE equivalent part from an aftermarket provider.

Get in touch with your local Retailer for more information.

MAJOR UNIT INTERVENTION.

Up to 50% on demand discount on engines, transmissions, transfer boxes and final drives.

The Major Unit Pricing Intervention is available to all Independent Repairers in the Independent Aftermarket across the UK to assist with:

- The prevention of vehicles being written off by offering a reduced cost more affordable to the customer.
- Allow the Independent Repairer to fit a (BMW or MINI) genuine part at a competitive price to an OE equivalent part from an aftermarket provider.

PRICING SUPPORT.

Parts Pricing Support applies to items that make the vehicle vulnerable to total loss or using an alternative aftermarket option.

- Steering Racks
- Turbos
- Control Units
- Other high value components (above £650 RRP)



BMW & MINI
Business with Independent Repairers





Fix Auto Manchester East Business of the Year (£1-5m)

Fix Auto Manchester East was formed in 2011 with the merger of two long-established and well-respected local car body repair businesses; Adamsons Crash Repair Centre and Wimpole Garages Ltd. Zach Crawford

It repairs around 120 vehicles per month for insurance companies, local businesses, and private customers. The business has made a strong recovery following the pandemic in terms of turnover and profit, with this year proving exceptional. With only nine months of its financial year gone, last year's turnover has already been achieved and profitability is up by another 4.3%.

While that might not sound significant, in an industry where profit is typically between 5-10% in total, it is an achievement Fix Auto can be proud of.

Fix Auto has secured manufacturer approval for three brands, currently covering 54.8% of cars on the road, allowing it to keep investing in training and equipment for the future.



bodyshop

AWARDS 2023 MAGAZINE

Bodyshop Magazine has enjoyed another record-setting year for its 30 Under 30: Rising Stars competition and is today announcing the names of all the winners for 2023 who will be celebrated live on stage during the Bodyshop Awards & Expo 2023 at Hilton Birmingham Metropole on Thursday, 28 September.



- Calum Phillips | 27 | Assistant bodyshop manager/director | M J Warner Group/PartsXchange
- Pictures of: Steve Walker. Rob Walker. Neil Buckley

Winner: Calum Phillips





CHECK RESULTS ON FACEBOOK



Contact Us!
Please get in touch with us if you have any further questions. Don't forget to connect with us on social media!

Keswick Street, Castleton,
Rochdale. OL11 3AG

info@rochdalemayfield.com

01706 527103

OVER £15,000 PRIZE MONEY WON!



Give it a try!



Setting up the Standing Order

Online Banking: If you have online banking, simply set up a standing order to come out of your bank on the 5th of every month, using the beneficiary details below. Please leave your name as the reference.

Standing Order Mandate: Using the form below simply fill in your details where relevant and hand the form into your bank and they will set it up for you.

Standing Order Mandate

To	Mayfield Sports Centre
Bank	Barclays Bank
Branch	Rochdale

Please make payments as detailed below and debit to our account accordingly

Account to be Debited

Sort Code	<input type="text"/>	Account Number	<input type="text"/>
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Account Name	<input type="text"/>
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Beneficiary Details

Sort Code	<input type="text" value="207267"/>	Account Number	<input type="text" value="13780589"/>
Name of Bank	<input type="text" value="Barclays Bank"/>	Name of Branch	<input type="text" value="Rochdale"/>
Beneficiary name	<input type="text" value="Mayfield Sports Centre"/>		

Details of Payments to be made

Amount of regular payment	<input type="text" value="£6"/>	Amount of regular payment in words	<input type="text" value="SIX POUNDS"/>
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Frequency of Regular Payments Monthly

Date of first regular payment	<input type="text"/>
-------------------------------	----------------------

Signature	<input type="text"/>
-----------	----------------------

Date	<input type="text"/>
------	----------------------

NORTH WEST BODYSHOP SUPPLIERS LTD

Neil Buckley | 07917 868203 | neil.nwbs@outlook.com

Parts North West		0161 848 6800 parts.northwest@mpsa.com
Williams Bolton Williams Manchester	BMW	01204 900 909 parts@williamsbolton.co.uk 0161 907 5107 parts@williamsmanchester.co.uk
Williams Stockport Williams Rochdale	BMW	0161 429 8881 parts@williamsstockportbmw.co.uk 01706 717 711 parts@williamsrochdale.co.uk
Parts North West		0161 848 6800 parts.northwest@mpsa.com
Parts North West		0161 848 6800 parts.northwest@mpsa.com
Parts North West	FIAT	0161 848 6800 parts.northwest@mpsa.com
Johnsons Honda Wigan		01942 219 206 trade@johnsonscars.com
		07917 868203
Premier Isuzu	ISUZU	0161 393 6240 isuzuparts@premier-car.co.uk
Vertu JLR Bolton		01204 557522 boltontrade@farnelljlr.com
Parts North West	Jeep	0161 848 6800 parts.northwest@mpsa.com
Premier Kia (Rochdale) Premier Kia (Tameside)		01706 718029 kiaparts@premier-car.co.uk 0161 343 2216 kiaparts@premier-car.co.uk
Vertu JLR Bolton		01204 557522 boltontrade@farnelljlr.com
Prestige Wheels	Alloy Wheel Refurbishment	Quote Neil or NWBS 0800 8404040 Book Online www.prestigewheels.co.uk
GDI Services	ADAS/Diagnostics & Airconditioning	07740 866555 www.gdiservices.co.uk
Supertune Automotive Ltd	Refinish Products	0161 710 0514 www.supertune.co.uk osales@supertune.co.uk

Marshalls	 Mercedes-Benz	01204 545549 boltontrade@marshall.co.uk
eStar Mercedes Benz Truck and Van	 Mercedes-Benz Van & Commercial	0844 875 0041 parts.orders@estar.ltd
Williams Bolton Williams Manchester	MINI	01204 900 909 parts@williamsbolton.co.uk 0161 907 5107 parts@williamsmanchester.co.uk
Williams Stockport Williams Rochdale	MINI	0161 429 8881 parts@williamsstockportbmw.co.uk 01706 717 711 parts@williamsrochdale.co.uk
Premier Mitsubishi		0161 393 6240 mitsubishiparts@premier-car.co.uk
West Way Nissan		0161 273 1054 trade@westwaynissan.co.uk
Parts North West		0161 848 6800 parts.northwest@mpsa.com
Porsche Chester		0151 357 1222 parts@porschechester.com
Premier Ssang Yong		0161 393 6240 ssangyongparts@premier-car.co.uk
Premier Suzuki		01706 615156 suzukiparts@premier-car.co.uk
		07917 868203
Parts North West		0161 848 6800 parts.northwest@mpsa.com
		07917 868203
Basic Welding Services	Welding Equipment & Suppliers	Quote Neil or NWBS 0161 223 1843 www.basicwelding.co.uk
Auto Logistic Solutions	Accident Management	0800 009 3296 www.autologistic.co.uk claims@autologistic.co.uk
B2B Workwear	Workwear	07734245808 www.b2b-supplies.co.uk lee.potter@b2b-supplies.co.uk

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Parts North West		0161 848 6800 parts.northwest@mpsa.com
Parts North West		0161 848 6800 parts.northwest@mpsa.com
Parts North West	FIAT	0161 848 6800 parts.northwest@mpsa.com
Johnsons Honda Wigan		01942 219 206 trade@johnsonscars.com
		07917 868203
Premier Isuzu	ISUZU	0161 393 6240 isuzuparts@premier-car.co.uk
Vertu JLR Bolton		01204 557522 boltontrade@farnelljlr.com
Parts North West	Jeep	0161 848 6800 parts.northwest@mpsa.com
Premier Kia (Rochdale)		01706 718029 kiaparts@premier-car.co.uk
Vertu JLR Bolton		01204 557522 boltontrade@farnelljlr.com
Prestige Wheels	Alloy Wheel Refurbishment	Quote Neil or NWBS 0800 8404040 Book Online www.prestigewheels.co.uk
GDI Services	ADAS/Diagnostics & Airconditioning	07740 866555 www.gdiservices.co.uk
Supertune Automotive Ltd	Refinish Products	0161 710 0514 www.supertune.co.uk osales@supertune.co.uk




Marshalls	 Mercedes-Benz	01254 506664 mercedestrade@marshall.co.uk
eStar Mercedes Benz Truck and Van	 Mercedes-Benz Van & Commercial	0844 875 0041 parts.orders@estar.ltd
Williams Liverpool	MINI	0151 474 2002 parts@williamsLiverpool.co.uk
Premier Mitsubishi		0161 393 6240 mitsubishiparts@premier-car.co.uk
West Way Nissan		0161 273 1054 trade@westwaynissan.co.uk
Parts North West		0161 848 6800 parts.northwest@mpsa.com
Porsche Chester		0151 357 1222 parts@porschechester.com
		07917 868203
Premier Ssang Yong		0161 393 6240 ssangyongparts@premier-car.co.uk
Premier Suzuki		01706 615156 suzukiparts@premier-car.co.uk
		07917 868203
Parts North West		0161 848 6800 parts.northwest@mpsa.com
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Auto Logistic Solutions	Accident Management	0800 009 3296 www.autologistic.co.uk claims@autologistic.co.uk
B2B Workwear	Workwear	07734245808 www.b2b-supplies.co.uk lee.potter@b2b-supplies.co.uk

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Parts North West	CHRYSLER	0161 848 6800 parts.northwest@mpsa.com
Parts North West		0161 848 6800 parts.northwest@mpsa.com
Parts North West	FIAT	0161 848 6800 parts.northwest@mpsa.com
Johnsons Honda Wigan		01942 219 206 trade@johnsonscars.com
		07917 868203
Premier Isuzu	ISUZU	0161 393 6240 isuzuparts@premier-car.co.uk
Vertu JLR Bolton		01204 557522 boltontrade@farnelljlr.com
Parts North West	Jeep	0161 848 6800 parts.northwest@mpsa.com
Premier Kia (Rochdale)		01706 718029 kiaparts@premier-car.co.uk
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Porsche Chester		0151 357 1222 parts@porschechester.com
		07917 868203
Premier Ssang Yong		0161 393 6240 ssangyong@premier-car.co.uk
Premier Suzuki		SUZUKI 01706 615156 suzukiparts@premier-car.co.uk
		07917 868203
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		07917 868203
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Auto Logistic Solutions	Accident Management	0800 009 3296 www.autologic.co.uk claims@autologic.co.uk
B2B Workwear	Workwear	07734245808 www.b2b-supplies.co.uk lee.potter@b2b-supplies.co.uk

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