



PPG DISTRIBUTOR DEVELOPMENT 2013 COURSE CATALOG

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PPG Automotive Refinish
Bringing innovation to the surface.™





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“THERE’S NO BETTER EXAMPLE OF THE PARTNERSHIP APPROACH PPG EMPLOYS WITH DISTRIBUTOR CUSTOMERS THAN THE WEALTH OF BUSINESS TRAINING WE’VE DEVELOPED FOR THE MUTUAL BENEFIT OF ALL. TAKING FULL ADVANTAGE OF THESE COURSE OFFERINGS IS A SURE WAY TOWARD ENHANCING COMPETITIVENESS, PROFITABILITY AND OVERALL CONTINUED SUCCESS.”

Robert Wenzinger, PPG Distributor Program Director—PPG Automotive Refinish Global

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2013 Training Program Schedule

DAY	DATE	CLASS TITLE	CITY / LOCATION	PRICE
MARCH				
Tue-Wed	3/12-13	Leading Change for Distributors	Atlanta, GA	\$595
Tue-Wed	3/19-20	Solution Based Commercial Selling Process	Houston, TX	\$595
Tue-Wed	3/19-20	Successful Distributor Business Practices	Phoenix, AZ	\$495
Thu-Fri	3/21-22	Guide to Collision Center Profitability	Columbus, OH	\$495
Wed-Thu	3/27-28	Financial Fundamentals for Distributors, Finance for Non-Financial Managers	Pittsburgh, PA	\$495
APRIL				
Wed-Thu	4/3-4	*Distributor Technical Rep Certification	Los Angeles, CA	\$345
Tue-Wed	4/9-10	Solution Based Commercial Selling Process	Pittsburgh, PA	\$595
Tue-Wed	4/16-17	Solution Based Commercial Selling Process	Concord, CA	\$595
Tue-Wed	4/16-17	Professional Counter Person Seminar	Orlando, FL	\$495
Tue-Thu	4/23-25	*Accelerated Distributor Development Series	Chicago, IL	\$695
Wed-Thu	4/24-25	Mastering Outside Selling Skills	Hartford, CT	\$495
Tue-Wed	4/30-5/1	Solution Based Commercial Selling Process	Minneapolis, MN	\$595
MAY				
Tue-Wed	5/7-8	Solution Based Commercial Selling Process	Atlanta, GA	\$595
Tue-Wed	5/14-15	Financial Fundamentals for Distributors, Finance for Non-Financial Managers	Kansas City, MO	\$495
Tue-Wed	5/14-15	Professional Counter Person Seminar	Nashville, TN	\$495
Wed-Thu	5/15-16	Guide to Collision Center Profitability	Dallas, TX	\$495
Tue-Wed	5/21-22	Successful Distributor Business Practices	Baltimore, MD	\$495
JUNE				
Tue-Wed	6/4-5	Mastering Outside Selling Skills	Charlotte, NC	\$495
Wed-Thu	6/5-6	*Distributor Technical Rep Certification	Houston, TX	\$345
Tue-Wed	6/11-12	Successful Distributor Business Practices	Atlanta, GA	\$495
Tue-Wed	6/18-19	Solution Based Commercial Selling Process	Wilkes-Barre, PA	\$595
Tue-Wed	6/25-26	Guide to Collision Center Profitability	San Francisco, CA	\$495

*Platinum Distributor Participants Only

2013 Training Program Schedule

DAY	DATE	CLASS TITLE	CITY / LOCATION	PRICE
JULY				
Tue-Wed	7/9-10	Professional Counter Person Seminar	Grove City, PA	\$495
Tue-Wed	7/16-17	Professional Counter Person Seminar	Kansas City, MO	\$495
SEPTEMBER				
Tue-Wed	9/10-11	Professional Counter Person Seminar	Baltimore, MD	\$495
Wed-Thu	9/11-12	*Distributor Technical Rep Certification	Columbus, OH	\$345
Tue-Wed	9/17-18	Financial Fundamentals for Distributors, Finance for Non-Financial Managers	Orlando, FL	\$495
Thu-Fri	9/19-20	Guide to Collision Center Profitability	Hartford, CT	\$495
Tue-Wed	9/24-25	Mastering Outside Selling Skills	Houston, TX	\$495
Wed-Thu	9/25-26	Leading Change for Distributors	Dallas, TX	\$595
OCTOBER				
Tue-Wed	10/1-2	Successful Distributor Business Practices	Minneapolis, MN	\$495
Tue-Thu	10/1-3	*Accelerated Distributor Development Series	Orlando, FL	\$695
Tue-Wed	10/8-9	Solution Based Commercial Selling Process	Los Angeles, CA	\$595
Tue-Wed	10/15-16	Professional Counter Person Seminar	Atlanta, GA	\$495
Tue-Wed	10/22-23	Mastering Outside Selling Skills	Phoenix, AZ	\$495
NOVEMBER				
Tue-Wed	11/5-6	Solution Based Commercial Selling Process	Seattle, WA	\$595
Mon-Tue	11/11-12	Professional Counter Person Seminar	Dallas, TX	\$495
DECEMBER				
Tue-Fri	12/3-6	Excellence In Distribution Management	Phoenix, AZ	NONE

*Platinum Distributor Participants Only

PPG4168

Accelerated Distributor Development Series

Who Should Attend:	Platinum Owner, Store Managers and Key Managerial
Description:	Accelerated Distributor Development Series is a 3-day program that has been exclusively created for Platinum Distributors. Given today's challenging business environment, it is critical that distributors maximize the operations, marketing, sales, and financial functions of their organizations. DDS provides the perfect balance of lecture, open discussion, and practical application while exploring the "Best Practices" shared by hundreds of successful Platinum Distributors. Participants will play the role of consultants during the application of cases studies.
Course Length:	3 Days (24 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	To equip Platinum Distributors with the knowledge, skills, and tools necessary to improve and grow their businesses through a concentrated learning environment. And, provide participants with a comprehensive library of practice aids that can be utilized to advance their businesses once they complete the program.
Topics Covered:	<ul style="list-style-type: none"> • Review of Key Financial Documents • The Five Critical Profit Variables • Establishing a Strategic Business Plan • Collecting Accounts Receivable • Purchasing Strategies and Inventory Control • Employee Job Descriptions, Compensation, and Incentives • Distributor Marketing Fundamentals • Collision Repair Benchmarks • Effective Sales Management • Value-Added Services
The Student will be able to:	<ul style="list-style-type: none"> • Understand the competitive PBE business environment • Define strategic goals for their business • Understand and analyze financial statements • Maximize purchasing and inventory control • Develop a comprehensive personnel policy • Establish a unique marketing strategy • Capitalize on PPG Value-Added Programs

PPG3195

Excellence In Distribution Management

Who Should Attend:	Store Owners, Corporate Officers, Senior Managers, and PPG Sales Representatives
Description:	Excellence in Distribution Management is a fast paced, highly interactive course where industry and subject experts lead classroom discussions, provide real world simulations, and facilitate small group activities. Participants will join competitive simulation teams as they prepare to integrate critical management techniques from three primary business areas: (1) Human Resources, (2) Marketing, and (3) Financial Planning.
Course Length:	2.5 Days (20 Hours)
Class Size:	16 Students Minimum, 24 Students Maximum
Course Objectives:	Participants will work with peers in an interactive learning environment that will enable them to apply the principles taught in class to their businesses. Through small group and active problem solving, learners will improve their human resource, marketing, and financial skills.
Topics Covered:	<ul style="list-style-type: none"> • Managing Human Resources • PPG Technology Update • Marketing Strategies • PPG Value-Added Programs • Distributor Financial Information • Critical Profit Variables Review • Business Computer Simulation Exercises
The Student will be able to:	<ul style="list-style-type: none"> • Understand how to hire, review, and release employees • Identify local market segments and potential sales opportunities • Develop a list of new target accounts for sales growth • Understand how to combat discounting in their market • Identify a competitive advantage in the market • Forecast a profitable path toward continued sales growth • Understand the relationship between pertinent financial documents • Understand the costs and rewards of business growth

PPG3198

Finance Fundamentals for Distributors: Finance for Non-Financial Managers

Who Should Attend:	Business Owners, Operations Managers, Sales Managers, Store Managers and other Managerial Staff
Description:	<p>Understanding financial information is pivotal to make wise decisions and evaluate your business. Finance Fundamentals for Distributors is a practical course created just for non-financial staff. It provides a sound foundation to understand of the practical financial aspects of a refinish distributor.</p> <p>It is a great course for operations, sales, and managerial personnel who want to expand their understanding of basic financial terms and concepts. Participants will explore financial examples through case study applications presented in plain language. All content will be applied to real-world examples. This course is targeted for participants who have minimal financial experience.</p>
Course Length:	2 Days (16 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	To provide distributors with the practical and financial skills required to understand and manage a refinish distributor.
Topics Covered:	<ul style="list-style-type: none"> • The How and Why of Numbers in a Refinish Distributor • Keeping Score: The Importance of Numbers and Sales • What is a Balance Sheet and Income Statement • Understanding Assets, Liabilities and their Impact • Analyzing Distributor Performance and Decision-Making • Budgeting, Planning, Reports, Cash Flow, and Financial Ratios • The Impact of the Five Critical Profit Variables
The Student will be able to:	<ul style="list-style-type: none"> • Understand and apply fundamental financial principles • Evaluate the effectiveness of sales and marketing initiatives • Interact more effectively with financial personnel and accounting staff • Read financial reports and information to guide business decision-making • Improve business performance through the critical profit variables • Experience improved operation, sales, and overall financial performance

PPG9520

Forum Orientation for Platinum Distributors

Who Should Attend:	<p>Designed for non-competitive Platinum owners, CEOs and COOs who:</p> <ol style="list-style-type: none"> 1. Have a growth perspective with concrete sales objectives 2. Want to improve your business 3. Communicate through email 4. Attend two forum meetings per year 5. Willing to travel and provide for their own transportation and hotel expenses 6. Furnish financial data to the Platinum Profit Planning survey each year 7. Support the Platinum PPG stock plan in your business 8. Be in good credit standing with PPG
Description:	The Platinum Forum Orientation is a great way to gain additional insight into the purpose, structure, and value of the Platinum Forum process. Forum groups are comprised of 16 to 20 owners, chief executive officers and chief operating officers from non-competing businesses located in different regions around the country. Forum groups operate independently with members electing their own officers, who will guide the group through agendas, meeting locations and other operating criteria.
Course Length:	2 Days (16 Hours)
Class Size:	5 Students Minimum, 20 Students Maximum
Course Objectives:	To bring interested forum participants together from non-competing Platinum Distributors to discuss common problems; review industry and business issues; share financial benchmarks; and explore best practices for improving sales and profits. Learn how forums are based on the very popular Automotive Dealer 20 Groups that have provided mentoring and direction to car dealers for more than 20 years.
The Student will be able to:	<ul style="list-style-type: none"> • Improve their understanding of the dynamic PBE and collision center markets • Build positive relationships with other non-competing Platinum Distributors • Understand and compare important financial benchmarks • Achieve insight into best practices for growing their PBE business • Network with successful companies to gain new marketing strategies • Gain access to a complete overview of the Platinum Forum opportunity

PPG3185

Guide to Collision Center Profitability

Who Should Attend:	Distributor Owners and Key "Top Down" Sales Personnel, PPG Territory Managers, and PPG Regional Managers
Description:	The Guide to Collision Center Profitability is a very interactive course that provides an excellent opportunity for both PPG distributor personnel and Territory Managers to jointly explore the advanced principles and strategies needed to understand and communicate with contemporary collision center owners.
Course Length:	2 Days (16 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	Enable class participants to perform an accurate assessment of a body shop's operations based on verifiable formulas and benchmarks. Understand key terminology and industry ratios and apply them in team exercises to determine how collision center numbers are generated. Working as teams, Territory Managers and Distributor's Sales personnel will understand how to analyze key target accounts and build strategies to solidify new and existing customers.
Topics Covered:	<ul style="list-style-type: none"> • Overview of the refinish industry, including: history, terminology, market influences, shop operations and performance benchmarks. • Review production and profit structures of collision centers including dealer and independent shops and their differences. Understand concepts such as: key performance indicators, key financial indicators, production efficiency ratios, parts to labor ratios, gross profit and operating costs, sales mixes, and benchmarks per employee. • Understand how to evaluate high profile collision center customers. Review repair orders, square foot evaluations, best practices, and key formulas that unlock the mystery of the financial operations of a shop. Learn how to evaluate your key target accounts and use troubleshooting guidelines to recommend practical changes to customers. • Develop a Profitable Partnership: Together, distributors and TM's will discuss future strategies, examine competitive shops, identify key sales targets, formulate professional presentations, and develop an action plan.

PPG3196

Leading Change for Distributors

Who Should Attend:	Business Owners, Managers, and Supervisory Staff
Description:	<p>Leading Change for Distributors is an exciting 2-day program created to sharpen the critical leadership skills needed to drive change in your business. The pressures on PBE distributors to implement significant changes will only continue to escalate. Yet, many of the leadership practices that have worked in the past are no longer effective to deal with current market challenges. This practical program will provide the insight, tools, and skills required to drive changes and gain a competitive advantage.</p> <p>Leading Change focuses on a proven approach for organizational change developed by John Kotter. His approach to leading change involves the practical application of 8 stages of creating major change. This 8-step approach provides a road map that will guide owners and managers through the difficult change process.</p>
Course Length:	2 Days (16 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	To provide distributors with the practical and professional skills and tools required to execute the 8 steps of organizational change to improve their business.
Topics Covered:	<ul style="list-style-type: none"> • Establishing the sense of urgency needed for change • How to build a team to lead major changes • Creating a vision and strategy that provides direction • Communicating your vision effectively • Empowering people to accept and implement changes • The power of generating short-term successes • Consolidating changes to produce more change • Anchoring the new way of doing business
The Student will be able to:	<ul style="list-style-type: none"> • Raise awareness with employees that urgent changes are needed • Align people to work together to accomplish the desired changes • Develop a written vision statement that directs your entire team • Effectively communicate the vision of the future changes • Empower employees to make decisions, take risks, and implement changes • Celebrate short-term wins that motivate people to support the changes • Solidify changes so they become part of your company culture

PPG4280

Mastering Outside Selling Skills

Who Should Attend:	Business Owners, Sales Managers, Outside Sales Staff
Description:	<p>Mastering Outside Selling Skills has been developed specifically for Distributors. This practical training program focuses on the professional selling skills required in today's competitive market. It is designed to help new and seasoned sales professionals to differentiate themselves as professional consultative salespeople; helping them gain a competitive advantage.</p> <p>Applying the Excel POSITIVE Sales Process will enable your sales team to successfully target and execute a focused sales process that builds relationships and closes new accounts more effectively. In this upbeat and interactive workshop, the instructor will share methods and techniques that really work. Using real-world selling situations this program helps people to not only sell product but also build relationships that last.</p>
Course Length:	2 Days (16 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	To provide distributors with the practical and professional skills and tools required to execute the critical steps to a professional, productive, and POSITIVE sales process.
Topics Covered:	<ul style="list-style-type: none"> • Planning: personal sales development and pre-call planning • Opportunities: evaluating new account opportunities and market segments • Selecting: strategic approaches and qualifying target accounts • Impression: presenting a professional image and your unique value proposition • Tracking: asking critical questions and discovering hidden needs • Introducing: presenting custom solutions and overcoming objections • Victory: closing accounts with confidence and gaining commitment • Engaging: building long lasting relationship and solidifying customer loyalty and referrals
The Student will be able to:	<ul style="list-style-type: none"> • Identify areas to improve both personal and professional development • Build a strategic approach to identify and reach target accounts • Qualify accounts to provide customized solutions to meet customer needs • Deliver compelling, professional sales presentations to key stakeholders • Interact with accounts to uncover hidden needs and gain consensus • Provide customer centered solutions that deliver value • Build long-term relationships that solidify future business growth

PPG3110

Professional Counter Person Seminar

Who Should Attend:	Store Managers, Counter Personnel, and New Employees
Description:	<p>Professional Counter Person Seminar is a powerful 2-day program that delivers practical training on the fundamental building blocks needed to maximize the performance of the inside counter and sales staff. As key members of the front line in every PBE organization, your counter team has the opportunity to impact the overall success and customer satisfaction of your business. This real world class will equip your counter team to build stronger customer relationships, improve sales performance, handle difficult customers, and provide the professional image you need in today's competitive marketplace.</p>
Course Length:	2 Days (16 Hours)
Class Size:	14 Students Minimum, 24 Students Maximum
Course Objectives:	Participants will gain knowledge of the fundamental information, tools, and techniques needed to sell and service products inside a professional PBE distributor. Created as an introductory class for new staff, the course also serves as an excellent refresher class for experienced staff or delivery personnel wishing to improve their customer service and problem solving skills.
Topics Covered:	<ul style="list-style-type: none"> • Professional Telephone Techniques • Building Positive Customer Relationships • Counter Person Sales and Support Techniques • Selling Associated Products for Success • Understanding PPG Product, Technology and Systems • Overview of PPG Color Tools and Equipment • Solving Technical Problems at the Counter • Handling Difficult Conversations with Customers • Overview of PPG Value-Added Programs
The Student will be able to:	<ul style="list-style-type: none"> • Apply telephone communication skills to serve customers more professionally • Build positive relationships with new and existing collision center accounts • Use a professional selling approach to grow additional sales at the counter • Understand, sell, and service associated PBE products and systems • Recognize the full offering of PPG colors tools available today • Address collision center product and technical problems • Manage difficult conversations with dissatisfied customers • Discuss PPG's Value-Added Programs with collision centers

PPG4173

Solution Based Commercial Selling Process

Who Should Attend:	Business Owners, Operations Managers, Inside and Outside Sales and Managers, and PPG Commercial Sales Staff
Description:	Solution Based Commercial Selling Process is a fast paced, highly interactive 2-day sales seminar that is designed for both entry-level and experienced commercial sales personnel. The seminar focuses on selling custom-based solutions that bring value in the industrial market. The emphasis is on identifying and quantifying opportunities to lower the customer's total finishing costs. Practical workbook tools are incorporated to organize and present solutions that aid in growing profitable new business.
Course Length:	2 Days (16 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	To provide commercial sales people with the practical and professional tools required to make effective sales presentations that result in profitable new commercial accounts.
Topics Covered:	<ul style="list-style-type: none"> • PPG Seven-Step Sales Process • Commercial Target Account Selection • Customer Interview Process • Building Effective Commercial Sales Presentations • Account Needs Validation Process • Negotiate and Close Key Accounts • Keep and Develop Strategic Accounts
The Student will work with the following tools:	<ul style="list-style-type: none"> • Prospect Rating Worksheets • Target Selection Worksheets • Credit Application Worksheets • Approach Worksheet and Letters • Interview Worksheets • Liquid/Powder Line Surveys • Proposal Worksheet sand Letters • Validation Worksheets • Price Quote Forms

PPG3014

Successful Distributor Business Practices

Who Should Attend:	Owners, Principals, Managers, Sales Managers, and Key Personnel
Description:	<p>Successful Distributor Business Practices is a practical 2-day program that has been developed exclusively for PPG Distributors. The challenges of today's business environment make it crucial that distributors maximize the operational, marketing, personnel, sales, and financial functions of their businesses.</p> <p>This course offers the perfect balance of lecture, open discussion, and practical application to explore the "Best Practices" proven to make a difference. Research from hundreds of successful distributors form the foundation for this course. Participants will apply the principles taught in class to create a strategic action plan that provides a competitive advantage in their marketplace.</p>
Course Length:	2 Days (16 Hours)
Class Size:	12 Students Minimum, 24 Students Maximum
Course Objectives:	To equip PPG distributors with the knowledge, skills, and tools necessary to lead and grow their businesses through the practical application of proven "Best Business Practices." Participants will create a comprehensive action plan to implement personnel, operational, marketing, and sales improvements.
Topics Covered:	<ul style="list-style-type: none"> • Current PBE and Collision Center Industry Trends • Leading a Strategic Business Approach • Conducting a Distributor SWOT Analysis • Effectively Hiring, Training, and Managing a Team • Implementing a Consistent Sales Process • Understanding Operational and Financial Principles • Accelerated Marketing Fundamentals • Differentiation Through PPG Value-Added Programs
The Student will be able to:	<ul style="list-style-type: none"> • Understand current industry trends in their market • Think and lead strategically for business growth • Conduct a professional SWOT Analysis • Lead people more effectively to increase performance • Understand and analyze financial information • Establish a unique marketing strategy • Capitalize on PPG Value-Added Programs • Create a competitive advantage in their market