

We succeed when YOU succeed

If you're like most auto body businesses, you need to find a way to get more cars to your door, repair them as accurately as possible while providing competition-beating cycle times, all the while keeping your customers happy assuring their repeat business.

ACG can help...

Having worked with clients ranging in staff from two to twenty-two persons we hold true to our conviction of being an affordable business advisor for every size business.



The business of auto body repair is as much about managing a business as it is about managing the repair.

Old-school *same-as-it-always-was* thinking is out; today's auto body businesses need to be focused on:

- LOCAL & ONLINE MARKETING
- CUSTOMER SERVICE
- KPIs (key performance indicators)
- BENCHMARKING
- GOAL-SETTING
- BUDGETING
- CYCLE TIME
- PROFITABILITY
- WORKFLOW
- PRODUCTIVITY
- SOCIAL MEDIA
- WORKING SMARTER-NOT HARDER

Making money and building wealth are not the same

Experience is having traveled down the *been-there-done-that* road and learning from both mistakes and successes along the way. The perspectives of most small business are limited to their four walls or within a small group of other like-minded businesses—not exactly the incubator for innovation.

Having *been-there-and-done-that* in multiples—each time from a different perspective; ACG brings business shaping experience to it's clients—every day.

ACG AUTOBODY
CONSULTING GROUP

Work Smarter - Not Harder

Affordable business consulting for the auto body repair industry by an internationally published local consultancy.

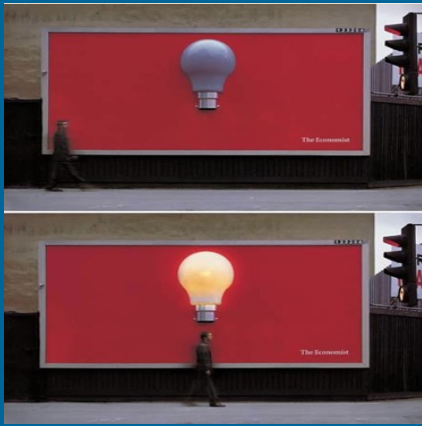
ACG can help you get more cars to your door, process them more efficiently, and build greater wealth for you and your family.



Online Marketing

"Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business."

Peter Drucker – 1973



In the big picture, marketing brings customers to your door and innovative approaches to customer service, workflow, repair quality, and meeting consumer expectations will bring them back.

If your busy with work today, don't think you'll be busy with work tomorrow—marketing is a constant activity. If you can turn your lights on; you should be marketing.

WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION (SEO): Good design is what the eyes see, a page crafted of careful words and phrases is what search engines see.

[TIP: Unless someone types in your website address directly into a browser; they will find your website (and your business) through a search engine.]

SOCIAL MEDIA: No longer a fad, social media is the now tool for word-of-mouth marketing.

[TIP: It is also a must for high search-engine ranking]

LINK BUILDING: An important component of online marketing is listing your business on search engines (i.e. Google), directories (i.e. MerchantCircle), social media (i.e. Twitter), industry sites (i.e. Collision-Hub), location tools (i.e. Foursquare), and mapping sites (i.e. MapQuest).

[TIP: The better you link, the higher you rank on search engines]

Online marketing delivers!

Options start @ \$200 one-time-fee



Branding delivers: Awareness
Marketing delivers: Customers
Efficiency delivers: Productivity
Productivity delivers: Throughput
Throughput delivers: Revenue
Service delivers: Sustainability
ACG delivers: Results

Call today to discuss how you could be paving new roads for your business tomorrow!

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