



Virtual Series - May 2020

Courses will be Live Broadcast each day at scheduled time. These sessions will be muted due to the expected volume of attendees. The session will be recorded. A link to the recorded session will be available after the session.

Courses are free but may be subject to hosting capacity issues. First come first serve based on sign-on.

Recorded sessions will be available on:

www.ecoleanuniversity.com

May 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 	6	7 	8	9
10	11	12 	13 	14 	15	16
17	18	19 	20 	21 	22	23
24	25	26 	27	28 	29	30
31						

www.a-printable-calendar.com



May 5, 2020 1-3 pm EST

Capturing in a Crisis

- Mike Anderson from Collision Advice
- Lee Rush from Sherwin-Williams

In this webinar, Mike Anderson of Collision Advice and Lee Rush from Sherwin-Williams will share with attendees how they can be Thriving, not just Surviving, during COVID 19 crisis. In addition, they will share with attendees how COVID 19 has exposed an even more alarming concern regarding Capture Rate that Collision Repairers may not have been aware of prior to this crisis. In addition, they will discuss the importance of understanding the short-term, as well as long-term impact of ADAS on claims count. Join us for this exciting and informative webinar with Mike Anderson of Collision Advice and Lee Rush from Sherwin-Williams. Questions will be accepted during this live webinar. Register Today! As Mike always says, "Don't Delay, Do It Today!"

<https://attendee.gotowebinar.com/register/4850201283348165388>

May 7, 2020 1-3 pm EST

Your Future in the Collision Industry

- Brandon Eckenrode from Collision Repair Education Foundation
- Mike Lanza from Sherwin-Williams

The \$30+ billion collision industry is facing an aging workforce and need for entry-level staff across the country in many different types of fields. Join us during this online presentation to hear from industry members who were in your position prior to entering the industry and hear about your potential career paths.

<https://sherwin.webex.com/meet/michael.lanza>

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May 12, 2020 1-3 EST

Life Lessons on Top Mistakes Shop Owners Make

- Mike Anderson from Collision Advice
- Mike Lanza from Sherwin-Williams

In this webinar, Mike Anderson of Collision Advice and Mike Lanza from Sherwin-Williams will share with attendees' top mistakes that shop owners and managers may be making in their business and how "lots of sales cover lots of sins". They will share immediate actionable tips based on his experience owning shops, as well as from working with hundreds of Collision Repairers across North America. Join us for this webinar so you can learn from his mistakes and avoid these business missteps! Questions will be accepted during this live webinar. Register Today! As Mike always says, "Don't Delay, Do It Today!"

<https://attendee.gotowebinar.com/register/2097897179629537292>

May 13, 2020 1-3 pm EST

Getting Results During a Crisis Though Teamwork

- GB Outlaw from GB Outlaw and Associates
- Tom Hoerner from Sherwin-Williams

Communication is key to successful teams, but the way we communicate is rapidly changing. And since relationships are based on personality synergies and group departments, leaders of teams must engage in practices that encourage team building and camaraderie around shared goals. Team engagement and execution will be critical as we return to normal.

<https://sherwin.webex.com/meet/thomas.hoerner>

May 14, 2020 1-3 EST

Tuning Up Your Business

- Stuart Sorkin from The Business and Legal Advisors

Businesses don't grow and thrive by accident. Stuart Sorkin will share growth strategies specific to the collision industry around mergers and acquisitions, succession planning and financial optimization strategies.

<https://sherwin.webex.com/meet/ted.c.williams>

May 19, 2020 1-3 pm EST

The Future of Telematics and the Connected Car

- Mike Anderson from Collision Advice
- Lee Rush from Sherwin-Williams

In this exciting webinar, Mike Anderson of Collision Advice and Lee Rush of Sherwin-Williams will share with attendees how telematics and connected car technology is quickly reshaping the future of the collision repair industry. They will provide insights based on his interactions with all stakeholders in the collision repair industry, including OEMs, Insurers, and best-in-class collision repair experts, allowing you to position yourself to not just win, but DOMINATE in the collision repair industry. This webinar will cover a variety of topics, including:

- How do today's prospective customers "choose" a collision repair center
- What role will OEMs play in First Notice of Accident (FNOA) with telematics and the connected car
- The fact that 36% of all consumers want to do business when you are closed! How can you capture "those customers"?
- Liquid expectations and what it means to the collision repairer
- And so much more!

Questions will be accepted during this live webinar. Buckle up and register today!

<https://attendee.gotowebinar.com/register/4124899641992740876>

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May 20, 2020 1-3 pm EST

Getting Properly Reimbursed for Paint and Materials

- Rick Palmer from PMCLogic
- Bryan Nielsen from Sherwin-Williams

<https://sherwin.webex.com/meet/ted.c.williams>

It's a time-tested battle that can become frustrating for shop operators. How do you get properly reimbursed for paint and materials? Rick Palmer from PMCLogic and Bryan Nielsen from Sherwin-Williams will discuss proven tools that when connected to the proper process place you in a better negotiation position to get reimbursed accurately. Additional data will be shared around how you can understand your historical performance and track improvement.

May 21, 2020 1-3 pm EST

The Value of Vision Groups Revealed by COVID-19

- Elaine Sachire from Square One
- Ted Williams from Sherwin-Williams

Vision or Peer groups have long been considered a gold standard of business development, but the value has moved front and center in the current crisis. Elaine Sachire from Square One and Ted Williams from Sherwin-Williams will share how these groups have become a critical support structure for shops across the country as they deal with unprecedented business challenges. Thoughts will also be shared on how participation in these groups can prepare you to be differential in your market as business resumes.

<https://sherwin.webex.com/meet/ted.c.williams>

May 26, 2020 1-3 pm EST

The Real Opportunity of Collision Repair for an OE Dealer

This session will cover why an OEM dealer should take a fresh look at collision repair. It will discuss how with a proper plan a collision center can optimize dealer absorption across departments and contribute to customer loyalty. Opportunities will be detailed on how dealers can improve their return on existing investment and make the best decisions on future investments.

- Jason Crager from Sherwin-Williams
- Tom Hoerner from Sherwin-Williams

<https://sherwin.webex.com/meet/thomas.hoerner>

May 28, 2020 1-3 pm EST

Leveraging OEM Certifications

- Mike Anderson from Collision Advice
- Jason Crager – Sherwin-Williams OEM

Congratulations on achieving your OEM certifications! Now you can just sit back and watch work pour in, right? Unfortunately, that's not how it works. While your OEM certifications can help you generate more sales, it requires YOU to get the word out! This webinar will show you how to announce to your customers, insurers, local dealerships and everyone you do business with that you've earned your certification. This webinar will cover a variety of topics, including:

- New marketing channels, such as geofencing and OTT marketing
- Word tracks that earn the confidence of consumers
- How to tap into the 41% of vehicles that go through a dealership service lane that are in need of minor collision repair
- How to hold open houses for car clubs and find events in your local area
- And so much more!

Questions will be accepted during this live webinar. Register today!

<https://attendee.gotowebinar.com/register/7465322619804142348>

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