

Issue:
September
2023



Wisconsin Collision Repair Professionals



The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~

FROM THE DESK OF OUR PRESIDENT

At [WCRP](#) we receive several calls and e-mails every month from frustrated shop owners and managers. Not surprisingly, most of these revolve around insurance company relations. Also, at our first three industry events, most of the questions that were brought up related to dealing with insurance companies.



In the July Advocate ([click here for the issue](#)) we discussed the importance of good communication with your customers. This month our focus is on negotiating (think communicating) with insurance companies. In this issue we have a great article by Barrett Smith from Body Shop Business on “Following the 7 E’s.” This is a great tool for the people in your office that deal with insurance companies on a daily basis. Also, don’t miss Dave Luehr’s free video on “Negotiating with Insurers.” Dave gives you 4 quick tips that you can use immediately in your day-to-day negotiations. Steve Humblet then wraps it up with his always enlightening opinion on negotiations.

I’m sure that you will get a ton of information out of this issue, so take some time to go over it and then put your new skills to work!

Larry Terrien
President WCRP

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Side note!

You can find previous issues of our Body Shop Advocate on the WCRP site [here](#)!



Wisconsin Office of the
**COMMISSIONER
OF INSURANCE**



Last call for input!

The meeting with the WI Office of the Commissioner of Insurance (OCI) is slated for Sept 21. Input and suggestions are still encouraged. Please send yours to WCRP [here](#).

POLL RESULTS



Here are the responses to last month's poll questions:

Have you ever submitted a DEG inquiry?

Yes: 9

No: 9

If yes, did it have a positive outcome?

Yes: 7

No: 2

A Spring convention and trade show is in the works. Are you interested in attending this event?

Yes: 20

MEET THE MEMBERS



Balken's Auto Body, LLC

W7640 US Highway 151
Fond du Lac, WI 54937

In business since 1992, Balken's Auto Body LLC provides honest, reputable, and prompt auto body repairs to the greater Fond du Lac, WI area. Conveniently located on Highway 151 just outside of the city, our shop is only 15 minutes outside of downtown, making it a great location for many commuters.



BODYSHOP BUSINESS

Feeling the Pressure? Follow the 7 E's

Auto insurers are hemorrhaging profits and thus have clamped down on claims costs. Following the 7 E's might be the solution.



By [Barrett Smith](#)
August 15, 2023

In consulting consumers and collision repairers across the country, and in discussing industry trends with repairers in the monthly "Collision Cocktail Hour" Zoom meetings, I've gotten a pretty good idea of how things are going with repairers and what obstacles they and their customers are facing on a daily basis.

One thing that hasn't gone unnoticed is the significant increase in pressure from insurers to reduce claims costs. It has gotten to a point that the pot is nearly boiling over, forcing repairers to stem the assault on them and abuse of their customer.

[Continue reading here...](#)



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Negotiating With Insurers

Many shop owners tell me they are tired of fighting with insurance companies. I totally understand. While I can't make this industry friction completely disappear, I can at least offer a few tips to help shops be better negotiators so it feels like less of a fight.

Watch the video [here](#).



GUEST EDITORIAL

To put it bluntly, we all stink at *negotiations*.

I can't even spell it without using spell-check. I've ranted on this before and to be honest I've made poor progress. I get emotional, I feel insulted, and after years of justifying every stinkin' line item it's just damn frustrating. Adding to that agitation, I'm now "negotiating" with an untrained, inexperienced, remotely employed individual following "industry guidelines" and "prevailing" rates while working from a one-dimensional picture that I took from **my in-person** multi-dimensional inspection! (Yes, I know that's a run-on sentence, so is the problem.)

The book, [Never Split the Difference](#), has helped and given me better strategies and insight. Yet, it's a process that still irritates me terribly. I don't feel I should have to play a game I never signed up for...but change we must. The agitation does provide renewed motivation to get paid for participating. So that's something positive.

I hope this helps,
Steve

The printed book, [Never Split the Difference](#), is available [here](#).

The audio book is available [here](#).

Check out this interview with the author, [Chris Voss](#) on YouTube [here](#).



The Dave Luehr video above this editorial presents excellent insights as well. Ten minutes of your time, and you won't need to read. [Watch it now](#) because I know human nature

and once we scroll *past*, we don't scroll *back* very often.



Drilling Holes and Modifications

Replacement panels may need to be modified by drilling or cutting out factory stamped holes. Additional labor to modify a panel is not included.

[Audatex DBRM, page 43, Section 4-2 Labor Exclusions:](#)

- Labor for drilling necessary to attach parts

[CCC/MOTOR GTE: LABOR PROCEDURES – GENERAL INFORMATION >> ESTIMATED WORK TIME PREMISE >> “DOES NOT INCLUDE”:](#)

- Drilling, modification or fabrication of mounting holes

[Mitchell CEG : General Estimating Information >> Labor General Information >> Additions to Labor Times “Rework Parts”](#)

- To fit a particular year or model (example: cutting holes for lamps, modifying a radiator support).

ESTIMATE TIPS



Which of the following are you giving away?

- 1) Locate & Drill Park Sensor Holes
- 2) Feather, Prime & Block
- 3) Welding consumables



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