

# WHAT'S UP DOC?

JUNE 2017

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Hello, Dr. Vinyl/The Doctors Touch owners and technicians. I hope everyone is doing fine and business is good. This, by far, is the busiest time of the year for all technicians. Sales are looking good throughout the system, and many more of you are diversifying your business, which is extremely important in our industry right now. Over the past few years, I've seen more and more of our competition starting to offer all services similar to Dr. Vinyl. Companies that once only offered dent repair services are now offering interior, paint repair & wheel repair services. In order for your business to remain relevant, you must keep up with the competition & demand in your area. That starts with knowing who your competition is and what they are offering. We know the common players in the industry: Dent Wizard, Creative Colors, Fibrenew, and Interior Magic. Do a quick search on the internet for companies directly in your area, and see what they are offering.

I want to discuss the top ten listing that is published in each edition of the "What's Up Doc? Newsletter. This topic came up at convention earlier this year and I feel we need to clarify the intent of it. The top ten producing technicians per service (*One Man - One Van*) was created to recognize those individuals with outstanding sales in each category. It would also get other technicians wondering about how one individual could accomplish sales of that magnitude. Thus, generating a phone call from one technician to another. Are you working longer hours? Are you charging higher prices? Are you doing something that I should be doing? It has been a great tool, and we certainly want to continue to recognize it. There are some that feel the numbers are misleading. I can assure you that the numbers posted in the newsletter come directly from your recaps, that you submit on a monthly basis. But to keep it fair and honest, effective immediately, the following rules will apply:

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1. **You must separate sales by service, instead of lumping everything together. If you do not separate your sales, you or your associate will not be recognize as one of the top producing technicians.**
2. **The top ten producing technicians is, indeed, one man - one van. Two individuals working together do not qualify. (We will work on a different category to recognize individuals whom work as a team).**
3. **If you do not wish to have your numbers publish, simply contact Buster Coppage.**

If you have any other suggestions regarding the Top Ten, please do not hesitate to call.

We have a lot going on here at corporate. As mentioned in the last issue of the newsletter, we are getting closer and closer to launching our new private website and a new Dr. Vinyl App, that will make it easier for Dr. Vinyl partners to interact, purchase products, send reports and receive information from Dr. Vinyl. Part of that process also includes updating the accounting software we use at headquarters. Dr. Vinyl will be switching to QuickBooks Enterprise for all of our accounting needs. We know that many of you are also using some version of QuickBooks for your accounting software, as well. We are not 100% sure, but once we are completely setup, getting reports, such as recaps and other information, should be just a click of a button away. This will make it much easier for everyone, and save you time and money, when it comes to reporting. We are hoping to be up and running by the beginning of August.

Finally, the temperature is starting to heat up all across the nation. Remember, **SAFETY FIRST!** Drink plenty of water, and if you are feeling tired or weak, get out of the heat and cool down. In certain parts of the U.S., this summer is supposed to be hotter than average. Keep up the great work and have a great summer!

Sincerely,  
Buster Coppage



# ANNIVERSARY DATES

MIKE & TRACEY GIANNOLA	DR. VINYL OF	JOHNSON COUNTY KS & INDEPENDENCE & BLUE SPRINGS MO	6/19/1992	25 YEARS
GARY & JANET PENNINGTON	DR. VINYL OF	NORTHLAND MISSOURI	6/2/1997	20 YEARS
RICK LUSHIN	ASSOCIATE OF	INDIANAPOLIS INDIANA	6/28/2007	10 YEARS
DOUG MCKAIG	DR. VINYL OF	DENVER COLORADO	6/25/2012	5 YEARS

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# SERVICING RETAIL CUSTOMERS

## ARE YOU IN OR ARE YOU OUT?

Summer is here, and the commercial business (dealerships, restaurants & marinas) is booming! I hope this is the situation for everyone out there. Of course, there is another segment of your business that you should not ignore - **National Accounts & Retail Customers.**

Over the years, many of you have built a very nice customer base with your commercial accounts, which keeps you busy 8 hours a day, 5 days a week. Typically, your peak season is from early spring thru mid fall. During this time frame: 1.) *Some of you choose not to service national accounts or retail customers,* 2). *some of you simply do not want to service retail customers at all, as they tend to be more difficult in scheduling, as well as being hard to please when it comes to the repair itself.* Either way, that decision is yours to make.

Dr. Vinyl corporate receives hundreds of calls & emails per week, from national account companies & retail customers, who are searching for Dr. Vinyl/The Doctors Touch technicians on the internet. It is then our job to put that customer in contact with a Dr. Vinyl representative. It's a great feeling knowing that our website, [www.drvinyl.com](http://www.drvinyl.com), is doing what it was created to do, by generating business opportunities. The problem is that customers are getting some disturbing responses from Dr. Vinyl owners/technicians, regarding service. Here are a few examples: *"I don't do that type of work anymore", "I only work at car dealerships", "I'm about to retire", "I don't have time, I'm too busy right now" and one that blows my mind, "I'm no longer in business".* It is definitely your decision whether or not you service national accounts or retail customers. However, if you choose not to, please let us know at corporate, so we can update the website with correct information about your business. When the call or email comes in, we want to give the customer the correct information the first time around.

If there are any major changes to your business, or to yourself, it is very important for you to inform Dr. Vinyl. Here are a few examples:

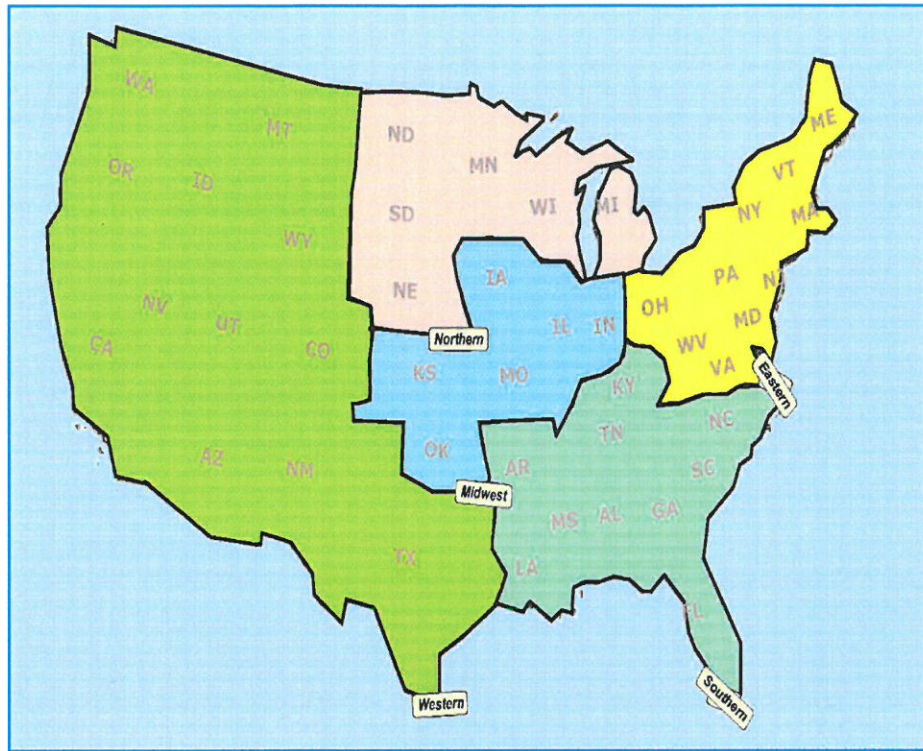
- *Upholstery services only.—Call Dr. Vinyl HQ*
- *Commercial accounts only. - Call Dr. Vinyl HQ*
- *Do not service national accounts. - Call Dr. Vinyl HQ*
- *Temporarily out of business - on vacation. - Call Dr. Vinyl HQ*
- *Temporarily out of business - due to illness. - Call Dr. Vinyl HQ*
- *No Longer Providing Dr. Vinyl Services - Definitely Call Dr. Vinyl HQ*

Be sure to visit the Dr. Vinyl Public Website, [www.drvinyl.com](http://www.drvinyl.com) and click on "Find A Doctor". Check out your listing to make sure the information is correct. If it needs updated, please give me a call, or email me at [lauren@drvinyl.com](mailto:lauren@drvinyl.com). As always, if anyone has any questions or comments, please do not hesitate to contact me.

Sincerely,

Lauren Holland

# April 2017 Top Sales By Region



Western	Northern	Midwest	Southern	Eastern
\$32,740.16	\$54,858.28	\$416,331.74	\$92,490.78	\$72,679.76
\$17,656.50	\$41,096.50	\$60,599.36	\$66,828.49	\$34,195.00
\$15,063.00	\$40,954.00	\$49,933.50	\$35,328.80	\$10,960.00
\$14,870.00	\$31,053.00	\$47,076.00	\$21,420.36	\$10,905.00
\$14,108.40	\$29,047.94	\$39,636.00	\$15,724.00	\$7,755.00

# Individual High Sales

## AUTO PAINT REPAIR APRIL 2017

RANDY FUERNSTEIN	ASSOCIATE OF	INDIANAPOLIS IN	\$18,400.14
MARCELLO DIAS	ASSOCIATE OF	NORFOLK COUNTY MA	\$16,555.00
JASON ROLLOFF	THE DOCTORS TOUCH OF	CENTRAL MINNESOTA	\$13,682.00
RYAN FRAME	ASSOCIATE OF	INDIANAPOLIS IN	\$12,847.00
BRAD REWITZER	ASSOCIATE OF	GREATER MINNEAPOLIS MN	\$12,845.00
ROBERT PRESTON	ASSOCIATE OF	INDIANAPOLIS IN	\$12,370.00
BRANDON JONES	ASSOCIATE OF	THE CUMBERLAND TN	\$12,122.00
JEFF ROLLOFF	THE DOCTORS TOUCH OF	GREATER MINNEAPOLIS MN	\$12,005.00
CLINT EMBERTON	ASSOCIATE OF	INDIANAPOLIS IN	\$11,956.00
JASON STAHLBERG	ASSOCIATE OF	NORFOLK COUNTY MA	\$11,290.00

## PAINTLESS DENT REMOVAL APRIL 2017

BRANDON BIGGERSTAFF	ASSOCIATE OF	CATAWBA VALLEY NC	\$13,860.38
MARK ETHRIDGE	DR. VINYL OF	THE HEARTLAND MO	\$9,790.87
JOHN WALDRON	ASSOCIATE OF	CATAWBA VALLEY NC	\$9,687.11
JEFF HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$7,787.00
TERRY HANCOCK	ASSOCIATE OF	OMAHA NEBRASKA & COUNCIL BLUFFS	\$7,399.00

# Individual High Sales

## INTERIOR REPAIR APRIL 2017

MARK GIANNOLA	ASSOCIATE OF	JOHNSON COUNTY KS	\$17,675.00
THOMAS RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$15,956.00
JOE STROTHMAN	ASSOCIATE OF	LOUISVILLE KY	\$15,724.00
DREW HUBBARD	ASSOCIATE OF	INDIANAPOLIS IN	\$15,567.00
MICHELLE TESTER	ASSOCIATE OF	INDIANAPOLIS IN	\$13,298.00
ISRAEL GROBER	ASSOCIATE OF	INDIANAPOLIS IN	\$12,659.00
CYRUS BREEDEN	ASSOCIATE OF	INDIANAPOLIS IN	\$12,475.00
JEFF ELLERBEE	ASSOCIATE OF	SPRINGFIELD MO	\$12,433.00
RYAN NAYLOR	ASSOCIATE OF	SPRINGFIELD MO	\$11,150.00
MIKE ROBY	ASSOCIATE OF	NORFOLK COUNTY MA	\$10,960.00

## WHEEL REFINISHING APRIL 2017

JIMMY HARCUM	ASSOCIATE OF	THE CUMBERLAND TN	\$11,790.00
CHRIS HAWKINS	DR. VINYL OF	THE CUMBERLAND TN	\$11,368.00
MATT BANKEN	ASSOCIATE OF	SOUTHEASTER MO & SOUTHERN IL	\$6,935.00
JERIMIAH SHANDS	ASSOCIATE OF	SOUTHEASTER MO & SOUTHERN IL	\$2,200.00
ALAN JENNINGS JR.	ASSOCIATE OF	SOUTHEASTER MO & SOUTHERN IL	\$1,715.00

# Individual High Sales

## UPHOLSTERY APRIL 2017

TAWNYA BARNETT	ASSOCIATE OF	MIDDLE TENNESSEE	\$16,036.00
WENDY BARNETT	DR. VINYL OF	MIDDLE TENNESSEE	\$10,682.80
CHRIS DEARINGER	ASSOCIATE OF	OKLAHOMA CITY OK	\$8,796.50
MEGAN COCHRANE	ASSOCIATE OF	MIDDLE TENNESSEE	\$8,610.00
JOY GONZALEZ	DR. VINYL OF	CONCORD NC	\$8,517.75
DOUG MCKAIG	DR. VINYL OF	DENVER CO	\$8,230.05
JERRY GERKE	DR. VINYL OF	MADISON WI	\$8,179.00
NANCY PRIBBLE	ASSOCIATE OF	INDIANAPOLIS IN	\$4,800.00
JEANNIE OAKES	DR. VINYL OF	HAMPTON & NEWPORT NEWS VA	\$3,794.00
BILL FABER	ASSOCIATE OF	KANASAS CITY MO	\$3,668.00

### We Want to Hear From You

If you have any pictures or articles you would like to contribute -- interesting jobs you've done, record months in sales, good before-and-after pictures, local sports teams you've sponsored, or anything else you think people might enjoy hearing about -- let us know! You can e-mail [lauren@drvynl.com](mailto:lauren@drvynl.com), or call HQ and ask for Lauren.



# 2017



## Dr. Vinyl & Associates Annual Picnic!

Every Dr. Vinyl Is  
Invited...

Saturday, July  
29th  
Beginning At  
11:30 Am



Come enjoy a day of fun and food with the Corporate Staff and your fellow associates. Bring your family and a close friend, if you like. Hamburgers, hot dogs, buns, condiments, paper plates and dinnerware will be furnished by Corporate. Please bring a side dish to share, along with your own drinks. You may also want to bring folding lawn chairs.

There will be lots of stuff to do! We have a horseshoe pit, volleyball, playground, pontoon boat rides and so much more. Note that you'll need a Missouri fishing license if you want to fish in the lake. **Address: Lake Jacomo, Shelter #3, Blue Springs, MO 64015**



Please call Dr. Vinyl Headquarters with the number of people attending in your group and for directions. **RSVP to Vickie, Lauren, or Teresa, at 1-800-531-6600 by July 22nd, 2017**