



NEWS FLASH... Collision Pros Magazine Is Going Completely Digital!



Contributors to this edition of *Collision Pros*: Eric Mendoza, Joe DiDonato, Michael Kramarz and Ryan Taylor.

Now, Take Collision Pros Magazine Everywhere You Go!

As this popular publication heads into its 22nd year, you'll now have access to more robust content that affects your industry at your fingertips, 24 hours a day, seven days a week. On a completely digital friendly platform, we'll bring you an enhanced user experience with interactive content, product information, videos and access points to Toyota collision and mechanical repair news.

Moving to digital is also Toyota's way of helping to positively impact the environment. So, sign up now for your free issue of digital *Collision Pros* Magazine at either "Collision" or Mechanical" entry points at toyotapartsandservice.com.

FUELING YOUR SUCCESS

In this issue, we look at what it takes to run a successful collision repair shop—it's so much more than hanging a sign, hiring technicians and putting a few ads in the paper. It requires a talented pool of individuals to coordinate scheduling, parts orders, repair processes, quality assurance, OEM information and training, and customer care. Why go it alone? Toyota is here to support every aspect of your business so you can concentrate on providing the highest quality repairs to your customers.

One of the handiest tools available to any repair professional are checklists—an easy-to-use list of items that can keep you on track and ensure you've double-checked every detail of a job. If you're looking for ideas about creating an exhaustive set of checklists, be sure to read *Checks and Balances* where we offer suggestions from what to look for upon vehicle arrival to pre-repair and post-repair.

For real value, quick delivery and outstanding fill rates, tap into the expertise of a Toyota dealer to order Toyota Genuine Parts. In addition to exclusive discounts on select parts, you have access to a suite of premier services that will ensure your business is set for success. Read *Toyota Supports Your Success* in this issue for details.

If you're curious about Toyota's Technical Information System (TIS) be sure to check out our tutorial on the Damage Diagnosis Document, where you'll get insider information that will help you restore a vehicle to pre-accident condition. And in Part III of our Social Media series, our tips about creating helpful and interesting posts as well as recommendations for responding to positive and negative customer comments can help you manage your Yelp and Facebook accounts. 📧



NEVER MISS AN ISSUE! To continue to receive *Collision Pros*, sign up for a free electronic subscription of *Collision Pros* magazine at toyotapartsandservice.com/collision.

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Wholesale Parts
Where the Pros Go for Genuine Toyota Parts





PRE- AND POST-REPAIR CHECKLISTS CAN BE THE KEY TO A HAPPY CUSTOMER AND FUTURE REFERRALS.



Checks and Balances:

ENSURE CUSTOMER SAFETY—USE CHECKLISTS

TOP PERFORMING SHOPS RELY ON FOCUSED PROCESSES TO MANAGE REPAIR DETAILS AND KEEP CUSTOMERS SATISFIED AND SAFE. One of the most frequently used processes is pre- and post-repair checklists to ensure all necessary repairs were properly performed.

When your customers take delivery of their vehicles after repairs are complete, they expect them to be in perfect operating order. If they find an issue, they can lose faith in both your facility and the vehicle itself. Pre- and post-repair checklists can be the key to a happy customer and future referrals.

The following suggestions can help you create an effective checklist for your facility:

UPON ARRIVAL AT YOUR FACILITY:

- ✓ Use a pre- and post-repair itemized check sheet.
 - Best practice: Attach digital photos to the repair order to document the condition of the vehicle.
- ✓ Conduct a thorough vehicle walk-around with the customer.
 - Remind the owner that personalized electronic memory items may need to be reset once they take delivery, such as seat position, side mirrors, steering wheel, etc.
- Record any non-related or pre-existing damage inside and out (digital photos of pre-existing conditions are helpful). Review your findings with the customer.
- ✓ Include a written consent form and explain that the vehicle will be test driven upon completion to validate all equipment is performing as designed.





BEFORE REPAIRS BEGIN:

- ✓ Use a mil gauge to measure paint thickness when repainting is involved.
 - This may also help identify if the vehicle has been previously worked on.
- ✓ Measure and check tires and note any abnormal wear pattern before beginning repairs.
- ✓ Check the 12-volt battery age and state of charge (sitting in a shop for an extended period without charging may drain the battery).
- ✓ Perform a pre- and post-scan (a health check) with Toyota's Techstream or Techstream Lite to identify what past or current DTCs are listed and to see if any recalls or repair campaigns are needed.
 - Use TIS vehicle inquiry to identify standard and optional equipment on the vehicle and to ensure correct parts ordering.
- For the steps to perform a health check, watch the video at: toyotapartsandservice.com/collision/collision-resources/videos.
- ✓ Record settings of electronic memory of ECUs that can be reset without the owner, such as radio presets.
- ✓ Safely disarm the electrical system per TIS and print all TIS documents to know what's involved in disassembly, non-reusable parts, precaution, inspection, dimensions and repair. Upon assembly include proper torquing of nuts and bolts, calibrations, or any other instructions or procedures needed to perform a complete and thorough repair.
- ✓ Compare two- and three-dimensional measurements of the body structure and subframes. Measure and verify the geometric angles of steering and suspension components to validate that they're within TIS specifications.
- ✓ Look for predictable areas of misalignment that are engineered to deform, deflect and absorb collision damage away from the passenger cabin and minimize injury to passengers. Look for holes, convolutions, punch-outs, kick up, kick down and laser-welded tailor blanks.
- ✓ Look for those not so obvious indicators of damage, like cracked paint or caulking, stressed or open seams, torn or broken welds, and loose or broken plastic components.
- ✓ Inspect the engine compartment for bent or broken engine and transmission mounts, driveshafts and steering and suspension components.



After a vehicle has been in a collision, there can be many obvious and not obvious systems affected. All affected systems need to be repaired or replaced so the vehicle can look and perform as designed. If you overlook a system, and the vehicle is in another accident, customer safety may be compromised."

—Joe DiDonato,
Senior Collision & Refinish Training Administrator





- ✓ Inspect the undercarriage for bent axles, suspension or steering components.

- Check for fluid leaks on any moving components in the damage area, such as struts, steering assemblies, transfer case, rear axle, etc.

Note: If an engine pan gasket is leaking, but there's no visible damage, it may not be due to a collision.

- ✓ Inspect the passenger compartment for secondary damage to interior components that are designed to absorb collision energy away from occupants to minimize injury.
- ✓ Check the vehicle for the Takata Airbag Recall:
 - toyota.com/recall/takata
- ✓ Check for seat misalignment, binding, squeaks or rubbing while adjusting the seats.

- ✓ Inspect the seat belts for abnormal retracting, tears in the stitching or stretching, and anchor point deformations.

- ✓ Inspect the steering wheel for abnormalities, such as bent spokes.
 - Check if the steering wheel wobbles while rotating or if the front wheels aren't pointing straight ahead when the steering wheel is centered. Turn the steering wheel completely right then completely left to identify any noises, binding or tight spots.

- ✓ Inspect the steering column for deformation.
 - Locate the collapsing or break-away locations in "TIS New Car Feature" and "How to Inspect in the Repair Manual" section for each specific vehicle.

- ✓ Perform an Occupant Classification Sensitivity (OCS) inspection using SST weights on the seats to measure accurate weight capacity for seats with sensors.

- ✓ Inspect all lighting to see if front lamp aiming is needed.

AFTER REPAIRS ARE COMPLETE:

- ✓ Conduct a post-scan health check to verify that all DTCs have been corrected.
- ✓ Use the check-in checklist to verify that all equipment is functioning as designed.
- ✓ Double-check the following:
 - Paint looks like new.
 - All bolts are tightened up.
 - Air conditioning is fully charged.
 - Fluids are topped off.
 - Doors open, close, lock and unlock properly.
 - Gaps and seams are aligned.
 - The battery is charged, and the leads are on tight.
- ✓ Test drive the vehicle to confirm all systems are restored to pre-accident condition.
- ✓ Finally, wash and clean the vehicle as if it were a new car delivery.
 - Take post-repair digital photos and attach to the file.

You should also understand your customers' rights when it comes to repairs. To get the details, read *The ABCs of Collision Repair Consumer Rights* on our website: toyotapartsandservice.com/collision/repair-rights.

When you take the time to properly check a vehicle in, and then review it again before delivery, your customers will know that you care about their business and their safety. Take the time and use checklists—your customers will thank you! 📄



Toyota Supports Your Success

TURN TO YOUR TOYOTA DEALER FOR EXCEPTIONAL ADDED VALUE

YOU KNOW THAT SOURCING TOYOTA GENUINE PARTS FROM YOUR TOYOTA DEALER OFFERS YOU THE BEST PART AVAILABLE, EXCELLENT FILL RATES AND INCREASED PROFIT. BUT DID YOU KNOW THAT YOUR TOYOTA DEALER PARTNER HAS EVEN MORE TO OFFER? FROM ACCESS TO THE BEST SUPPLY-CHAIN MANAGEMENT TOOLS IN THE INDUSTRY TO EXCLUSIVE DISCOUNTS ON SELECT PARTS, YOUR TOYOTA DEALER MAKES IT BETTER AND EASIER THAN EVER TO KEEP YOUR CUSTOMER'S TOYOTA A TOYOTA.



BENEFIT FROM TOYOTA'S PREMIER SERVICES

Toyota dealers are committed to fostering excellent relationships with Independent Repair Facilities (IRFs). After all, we have a common goal: ensuring the safety, confidence and satisfaction of every Toyota owner. An important part of that commitment is providing systems and support that enhance your business success and your customer's satisfaction. When you do business with a participating Toyota dealer, you can benefit from these premier services:



OPS TECHNOLOGY SUITE™

This powerful collision supply-chain management solution can help enhance relationships, reduce costs and fuel employee productivity by getting you the right part the first time, at the right price. Features include Trax, an online collision parts ordering system; ValueTrax, which offers Toyota-sponsored discounts on Toyota Genuine Parts; and, DeliveryTrax, a real-time delivery tracking tool. Through OPS TraxPod, your Toyota dealer can send you order status tracking, delivery notifications and deal/discount notifications.



NEW! TOYOTA MECHANICAL PARTS PROGRAM (TMPP) POWERED BY REPAIRLINK®

TMPP incorporates Toyota-sponsored competitive discounts with the industry's most widely used OE mechanical parts fulfillment solution. Through TMPP, you can place mechanical parts orders online at any time. With features like VIN filtering and illustrations like those in the Electronic Parts Catalog (EPC), you'll enjoy improved order accuracy, minimized phone time and increased efficiency in addition to exclusive Toyota-sponsored discounts.



TOYOTA TECHNICAL INFORMATION SYSTEM (TIS)

If your Toyota dealer is a STAR Elite Dealer, you may be provided a complimentary subscription to Toyota's TIS, which will give you access to the most up-to-date technical information on 1990 or later Toyota, Lexus and Scion vehicles marketed in the U.S. TIS also includes service bulletins, repair manuals, wiring diagrams and technical training, as well as a safety recall and service campaign VIN lookup tool, putting the vital information you need to effectively service Toyota vehicles at your fingertips.



TOYOTA COLLISION REPAIR & REFINISH TRAINING

Your Toyota dealership's Wholesale Parts Manager is the key to getting your technicians into Toyota Collision Repair & Refinish Training. Toyota training can help increase your shop's efficiency and customer satisfaction. As a technician at an independent collision repair facility, you can only attend Toyota Collision Repair & Refinish Training courses if you're sponsored by a Toyota dealership, so building that relationship is essential! Sponsored technicians are eligible to take courses at Toyota training facilities in Plano, TX, West Caldwell, NJ, and Jacksonville, FL.

For more information go to crtraining.com.

IT JUST MAKES GOOD BUSINESS SENSE!

More than ever, ordering Toyota Genuine Parts from your Toyota dealer just makes sense. If you can't get the part you need today, you can get it tomorrow. That applies to any Toyota Genuine Part. Tap into the expertise of your Toyota dealership's wholesale parts professional to ensure that your order includes the correct replacement part and also all of the ancillary parts needed to complete the job. From systems and support to troubleshooting and proper guidance, your Toyota dealer is your best resource for Toyota Genuine Parts. 📄



AND, THERE'S MORE: Visit toyotapartsandservice.com, where you'll find Toyota Genuine Parts product information, application charts, videos and a library of industry articles.

THE POWER OF Social Media



Ready! Set! Engage!

Getting the Most Out of Yelp & Facebook

IN OUR SUMMER AND FALL ISSUES OF *COLLISION PROS*, WE COVERED SETTING UP YELP AND FACEBOOK BUSINESS PAGES. HERE, WE'LL EXPLORE HOW TO GET THE MOST BENEFIT OUT OF THOSE EFFORTS.

You've created your Yelp and Facebook for Business pages, and now you're ready to engage! Let's focus on what matters most: engaging with your local community in a way that cuts through the clutter.

Social media has created a new phenomenon: social proof. The more five-star ratings, great reviews and likes viewers see, the more likely they are to engage with your business. Managing your social media channels to build positive engagement is the key.

BEST PRACTICES FOR YELP

You run a great shop with a loyal customer base, so you should succeed on Yelp simply by updating your profile, keeping the messaging positive and staying active to help customers find you and grow your business.

The first three steps are:

1. Find Your Business
2. Claim Your Business
3. Build a Great Profile

It's critical that your profile is accurate. Research shows that 27% of Yelp searches are used to find the location of a business.

YOU'RE NOW READY TO FOLLOW THESE STEPS TO YELP SUCCESS:

Encourage Reviews—Let potential customers know you're on Yelp. Put a Yelp sign on your business office front. Contact customers who've given you positive feedback in the past and ask them to post a review.

Uncover Good Reviews—Sometimes Yelp filters push positive reviews down into the "not currently recommended" section. The Yelp filter attempts to eliminate fake reviews by removing those that are from profiles with no image, no friends, little engagement, and very short, uninformative text. Of course, some of these are legitimate reviews. Yelp's automated review system filters around 20% of the more than 39 million reviews. Thankfully more legitimate, real reviews make it past the Yelp filter than those that do not. You can improve your chances of having a review get through the Yelp filter by engaging the review and reviewer by:

- Adding the reviewer as a friend
- Upvoting the review as funny, useful, cool, etc.
- Sending the reviewer a compliment

Be Responsive to Reviews—The Yelp search algorithm favors businesses that actively manage their profiles, so being responsive can raise their rankings. Respond appreciatively to positive reviews



Building your social media community can be rewarding and fun. Just stay active and walk in your customers' shoes. They'll engage social media to boost your body shop business, check out the University of Toyota's Social Media Class B0040.



Respond quickly and professionally—33% of negative reviews turn positive after the business owner has responded and addressed the situation!

and respond to negative reviews sincerely and constructively. Apologize, ask how your services could improve and describe the steps you're taking to improve.

Make Announcements and Offers—Use Yelp's announcement tool to broadcast important business updates and use the official Yelp Deals to give your Yelp community special offers.

The bottom line: Staying active and responding to reviews in a timely and positive manner can build your solid reputation in the community.

FACEBOOK NEWSFEED: QUALITY IS THE KEY

Your Facebook for Business page should focus on quality posts, not quantity. Facebook filters out irrelevant and poor-quality posts, so only the best posts will display high on your customers' newsfeeds.

Ryan Taylor, CEO of Body Shop Booster, offers three Facebook rules of thumb that can help deliver results.

RULE 1: TARGET YOUR CUSTOMER

Body shops should focus on proximity when posting Facebook ads. The average urban body shop only draws customers within a five-mile radius for an estimate (14 miles if rural). Use Facebook's geotargeting tool to reach people in your primary market area and to target neighborhoods where your ideal customers live.

RULE 2: IF YOU CONFUSE THEM, YOU LOSE THEM!

Taylor noted that the most common marketing mistake he sees is "shops bragging about themselves." Posts about your equipment and qualifications don't resonate with potential customers. "Look at your message through the eyes of the customer," advises Taylor. "Talk convenience, support, assistance, simplification. A collision is a stressful event—show how you can help."

RULE 3: MAKE IT EASY TO CONNECT WITH YOU!

The more quickly you engage with a person, the more likely they'll become your customer. "Shops often make it difficult to do business with them—we're only open 8:00-5:00, the same hours your customer works!" continued Taylor. "Make it easy for your customer to contact you—use Calls to Action (CTAs) with a phone number or a link to your website." 📞

with you when they see that you're their partner in keeping their Toyotas safe and reliable. To learn more about how you can leverage

TOYOTA TECHNICAL INFORMATION SYSTEM (TIS)

» TUTORIAL

PART 1: THE DAMAGE DIAGNOSIS DOCUMENT

Toyota's Technical Information System (TIS) is a web-based database for service information that includes service bulletins, tech tips, repair manuals, quick training guides, collision repair manuals and new car features. The information found in TIS is essential for the proper repair of any Toyota, Lexus or Scion vehicle. Over the next few issues, we'll explore different TIS documents that are beneficial to collision repairers. The first document we'll cover is the Damage Diagnosis document found in the Collision Repair Manual section.

DAMAGE DIAGNOSIS DOCUMENT FOR EACH TOYOTA MODEL

Found under the Collision Repair Manual tab for each specific model, the Damage Diagnosis document shows how the forces of a collision are transferred throughout the vehicle. The Damage Diagnosis document provides estimators with information on where to look for potential damage.

The Damage Diagnosis document also details a variety of collision scenarios, for example, a head-on collision, rear-end collision or side impact. Each diagram outlines how the forces are diverted in an accident. For instance, in a side impact, where the center pillar is located, you can see how the forces are diverted along the door beams and possibly diverted to the bulkhead. The bulkhead can be easily overlooked during an inspection, when, in fact, it may also need repair. Seeing where crush zones are located and how they're designed to give makes it easier to determine which components need to be replaced or repaired.

After you identify all supplemental damage, continue to reference the Collision Repair document to properly blueprint your repair.

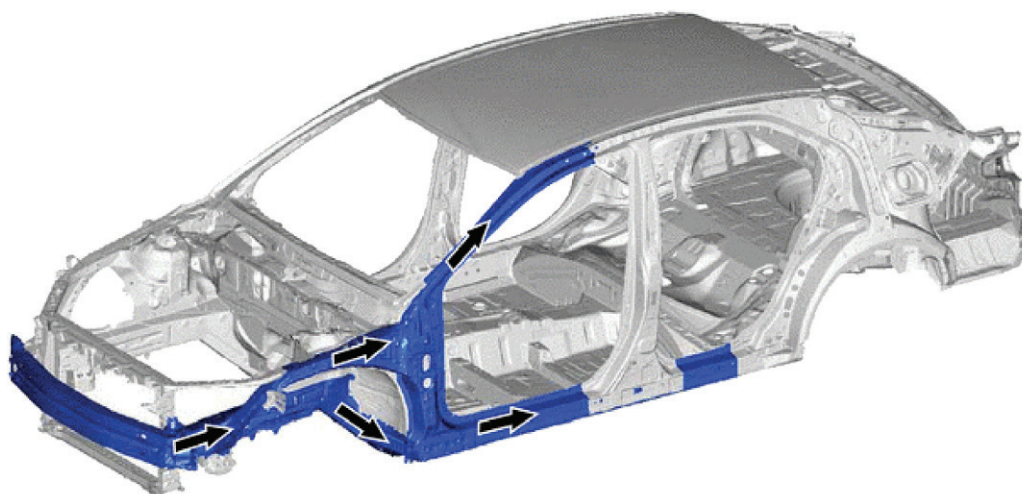
The Damage Diagnosis document is just one example of the robust technical information available on TIS. Look for the second installment of our tutorial series in our next issue.

LOGGING INTO TIS

To access TIS, go to techinfo.toyota.com. To create an account, click **Subscribe** and choose the option that's best for you. For additional help on using TIS, click the Using TIS Tutorial web module under the TIS Featured Information section in the upper right-hand corner of the TIS homepage. Or TIS users can contact **877-762-7666** to ask questions on the use and operation of TIS.

Subscription Term	Standard	Professional	Security Professional*
2 Day	\$20 US	\$65 US	\$65 US
Monthly	\$90 US	NA	NA
Yearly	\$480 US	\$1295 US	\$1295 US
Library			
Service Bulletins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repair Manuals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wiring Diagrams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Car Features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign Publications **	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessories and Guides **	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collision Repair Manual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Owners Manuals **	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scheduled Maintenance Guides **	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical Training			
Diagnostic / Reprogramming			
Techstream Scantool Software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ECU Calibrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identific Direct-Hit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security			
Key Codes **	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immobilizer / Smart Key Reset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the subscription types click here			

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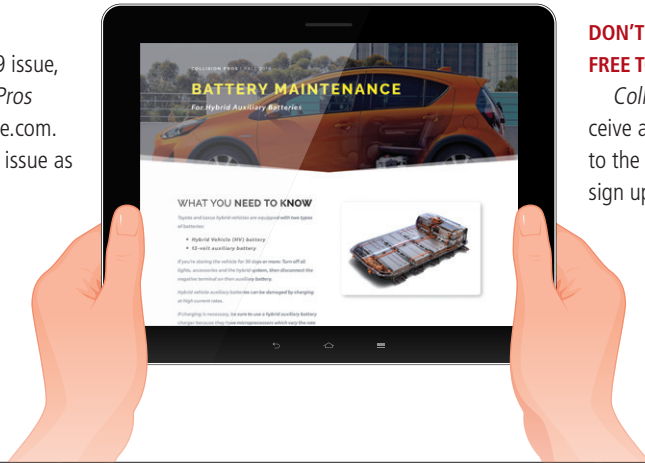
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WHERE TO FIND US?

Starting with the Summer 2019 issue, you’ll be able to access *Collision Pros* magazine at toyotapartsandservice.com. There, you’ll find the most current issue as well as an archive of past issues.

Past and ongoing *Collision Pros* editions are also available on these Toyota websites:

- crtraining.com
- toyotapartsandservicehub.com



DON'T MISS AN ISSUE—SUBSCRIBE FOR FREE TODAY!

Collision Pros email subscribers will receive an announcement email with a link to the new digital publication. Be sure to sign up for *Collision Pros* emails so that you’ll receive new issue alerts. We look forward to continuing our long history of providing relevant articles and information to the collision repair industry. 📧

The Toyota Collision Repair & Refinish Training Calendar MARCH — JUNE 2019

PLANO, TX

03/05/19	200	Color Matching For Painters
03/07/19	250	Advanced Painting Techniques
03/12/19	301	Non-Structural Body Repair Techniques
03/26/19	300	Welding Techniques For Collision Repair
03/27/19	601	Hybrid Collision Repair
03/28/19	602	Advanced Hybrid Collision Repair

JACKSONVILLE, FL

03/04/19	601	Hybrid Collision Repair
03/05/19	300	Welding Techniques For Collision Repair
03/06/19	301	Non-Structural Body Repair Techniques
03/18/19	602	Advanced Hybrid Collision Repair
03/19/19	503	Steering & Suspension Analysis & Repair
03/20/19	460	Structural Body Repair Techniques
04/08/19	101	Paint Finish Repair
04/09/19	200	Color Matching For Painters
04/11/19	250	Advanced Painting Techniques
04/22/19	601	Hybrid Collision Repair
04/23/19	300	Welding Techniques For Collision Repair
04/24/19	301	Non-Structural Body Repair Techniques
05/06/19	601	Hybrid Collision Repair
05/07/19	300	Welding Techniques For Collision Repair
05/08/19	301	Non-Structural Body Repair Techniques

06/11/19	101	Paint Finish Repair
06/12/19	200	Color Matching For Painters

WEST CALDWELL, NJ

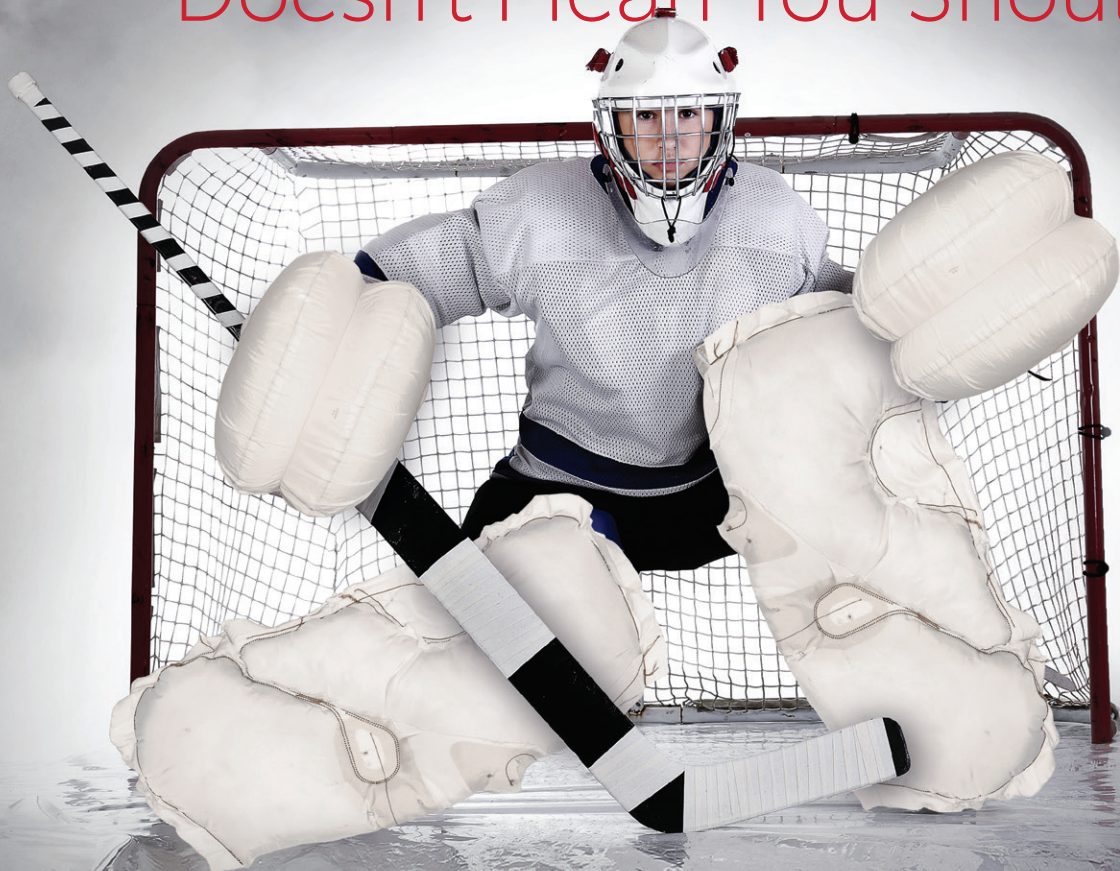
03/05/19	101	Paint Finish Repair
03/06/19	200	Color Matching For Painters
03/19/19	601	Hybrid Collision Repair
03/20/19	300	Welding Techniques For Collision Repair
03/21/19	301	Non-Structural Body Repair Techniques
04/09/19	503	Steering & Suspension Analysis & Repair
04/10/19	602	Advanced Hybrid Collision Repair
04/23/19	250	Advanced Painting Techniques
05/07/19	601	Hybrid Collision Repair
05/08/19	300	Welding Techniques For Collision Repair
05/09/19	301	Non-Structural Body Repair Techniques
05/14/19	101	Paint Finish Repair
05/15/19	200	Color Matching For Painters

For a complete training schedule and the latest information on Toyota’s Collision Repair & Refinish Training, visit
crtraining.com



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Doesn't Mean You Should!



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