



Who is Bill Sefcek ?

- I started my career in a shop at 17 sweeping floors and observing the operation.
- Spent about 18 years working in a couple of independent shops, a couple of dealers, a car crafting company, owned my own shop for a short while and I loved **most** every minute of it. It was tougher than I thought I will admit.
- Got married, had babies, divorced, got married again needed a little more security and found an insurance company that needed some of my skill sets to discover fraud and misappropriation internal as well as external.
- In a short time I was managing a team of estimators and found that working with the repair industry from this vantage point was personally rewarding, challenging, and enjoyable. I've spent the past 26 years managing the company's "Strategic Relationships" with you. I have been very successful at bridging the gap between us.
- Just this past month I retired from the insurance industry and set my path into Stan Mitchell Enterprises consulting. I intend to dedicate myself to becoming a trusted authority and coaching partner to the Collision Repair Industry, one shop at a time, being with them and helping motivated owners to reach their full potential.



- Today's conference is titled “*Strategies for Success*”, I see this as a forward moving vision focusing on today and on the future. It is an awesome collection of offerings and I hope you see it in the same way ?!
- The idea I would like to share with you this morning relates to “*Strategic Relationships*”, forging new ones, maintaining those you have presently, and a key to the preparation required in both.

Strategic Relationships are:

The working relationships you have with individuals and across organizations that are integral and vital to achieving long-term business and professional goals !

The management of these relationships rely on your ability to jointly and proactively define, build, maintain, and leverage these “Strategic Relationships” so that your business outcomes are optimized !

- For many years I have managed the “*Strategic Relationships*” on behalf of my employer with you the Collision Repair Industry. These are critical to the delivery of their promise to the mutual customer. I was very good at my job in bridging the gap to maintain respectful relationships that lead to win – wins.



- Now, I would like to take this understanding and set it in your court. You have these same relationships with every customer you serve. Currently some are more strategic than others but all of them require your full attention and engagement.
- These are handshakes agreements, the contracts you enter into with the rubbish collector, the landscaper, the I.T. company you have retained, your database vendor. They are present in relationships with insurance companies, any private company you may do work for, any schools, police or fire departments, rental car companies and even the relationships you have with your employees. They are vital to the work you do with folks that manage your finances, your legal needs, and your marketing efforts. In all of these relationships you are communicating to negotiate a benefit to you . For this I get that !.... *Extremely powerful !!*
- As you can see all of these are part of every day and all necessary to your operation. All should be strategic in nature and be respectful win – wins. They also require that you deliver your part, this is what is expected from the relationship objectives.
- As a customer you expect that the delivery of the service you are paying for will be seamless, professional and predictable based upon what you are told, right ? If not how do you feel ? Would it be fair to say that you may shop somewhere else in the future ? and rightfully so !



- With this said, it has been my professional experience that the #1 most challenging area in business is the execution and delivery of intended promises in a consistent and reliable manner.
- Somewhere between the closing of the deal and the delivery there is a breakdown, something doesn't happen as planned !
- Many things can happen and could happen, some are within your control and *currently* some are beyond your control. Some have merit and some do not....
- The service experience expectations are high and no doubt going to get even more demanding. There are all kinds of *buzz* words surrounding efficiency, measures you are graded on and how good is good enough.
- In reality the main element for delivering seamless and predictable service is in all of the dots being connected within your store. The environment you work in and the culture you have is the only true measure for your ability to perform. These are the things you can control.
- You know what you have, what you need and how close your team works together as a unit, or not !
- Every "*Strategic Relationship*" you have and will have hinges on your level of control in these areas.



- I encourage you and hope to inspire you today while you're here, to put some really good thought on your internal operation . Is it what you want it to be , what you intended ? If you could what would you do ? Before you take the next step or buy the next product please ask and answer yourself the questions , will this fit ? Can I and or my team make this work, will I realize the true benefit ? Am I ready for this ? WILL IT HELP ME DELIVER ?
- The educators, the information technologies, and the products presented here today are all intended to help your business, aid you in efficiencies, and prepare you as a viable business partner for others needing and looking for “*Strategic Relationships*“ with you and for your services.
- We want you to be prepared, be confident that you and your machine can deliver. We want you to promote your BRAND of doing things, this is how you achieve your full potential.
- For me and Stan Mitchell I want to repeat that my company is here and dedicated to being your coaching partner in connecting the dots within your organization, there to inspire and push you to the realization of your full potential.
- I believe and want you to believe that you can have *success without compromise* when you execute and deliver on your promises. Those that are successful are doing this.



Thank you, make time to enjoy your day at this “*Strategies for Success*” conference and trade show, take full advantage of the offerings and thanks to Body Shop Business magazine for this opportunity.