

Colors unlimited international

The right decision for your future



Services

Marketing

Management

Technical



Determine your future.



Welcome to **Colors Unlimited International (CUI)**. Get set with the new know-how programme for a secure future. **Colors Unlimited International** helps to position and support your company in its aim to achieve greater competitiveness.

You too have noticed that the challenges of the market are changing more than ever. Look at the situation in your company and in the region. What is your current volume of business, your real profit and the strength of relationships with your customers?

Right now is a good time to develop and plan your future systematically.

To act rather than react.

Colors Unlimited International offers solutions you can use to actively prepare for the market of the future. We give you, the entrepreneur, extensive know-how so that you can shape your future on your own initiative and look forward to success, strengthened by the support of an experienced partner.

The power of our offer.

Colors Unlimited International is an innovative, know-how programme that offers a wide range of solutions. It was developed by Spies Hecker to support our active participants around the world in tackling future challenges.

What is available from **Colors Unlimited International**?

We understand the interests of our North American partners. So you profit from participation in an international network and from the experience of other partner companies.

We pass on to you specialist knowledge in the fields of marketing, management and application techniques.

Members can take advantage of a wide variety of training options: company seminars, management seminars, technical seminars, theme forums and national as well as international events.

As a member you will receive the latest information on industry issues and programme updates through the **CUI** newsletter. Additionally, you have the option of viewing Spies Hecker information on the world-wide web.

All in all, you benefit from the advantages of corporate development at Spies Hecker. We have improved on our familiar and successful Color Club program with **Colors Unlimited International** to create an international, know-how programme that is geared to the challenges of the market.



The power of marketing.



The efficiency of marketing.



Demonstrate your presence in the market and strengthen communication with **Colors Unlimited International**. As an active participant, you have access to all of the optional service components listed below.

Because you, as an entrepreneur, can best decide what advertising and marketing measures are right for you, and when to implement, you can take advantage of the flexibility of the **CUI** programme, at your own pace.

- Shop sign
- Flyer
- Marketing Manual
- Presentation folder
- PR package
- Direct mailing
- Events
- Promotional gifts (give-aways)
- Wearables
- Shop layout and design
- Customer news update

Success is a matter of strategy. To increase profitability, good management and modern business practices are necessary. **Colors Unlimited International** offers a wide range of services you can put together to suit your individual preference. **CUI** can personalize a specific body shop program for your business.

- Business analysis
- Financial analysis – checklists, instructions, etc.
- Account plan
- Personnel management – checklists, instructions, etc.
- Company planning
- Inter-firm comparison
- Annual planning
- Customer satisfaction check
- Customer relations – checklists, instructions, etc.
- Accounting/budget
- Body shop supervision/time recording

The meaning of technical competence.



The value of communication.



Your customer's demands are rising; they increasingly compare the quality of various body shops. There is an expectation for superior products and technical expertise. **Colors Unlimited International** provides the measures for you to prove your competitiveness by creating the technical conditions for convincing results.

- Technical information
- Business and body shop planning
- Technical seminars
- Best practices for production

Mutual communication is a guiding principal of **Colors Unlimited International**. This includes not only the exchange of information between our experts and the participants, but also dialogue between companies.

Our team of body shop experts are the heart of the **Colors Unlimited International** programme. The body shop experts are the central point of contact and exchange. They are the nerve center of the programme and will advise you on all questions and problems, whether they relate to marketing, management or technical issues.

As a **Colors Unlimited International** partner, our body shop experts will inform you on how to participate in subject seminars, international events and program related trips.

All **Colors Unlimited International** event details are listed on the Internet. Visit us at: www.spiesheckerusa.com

As you will see, **Colors Unlimited International** is a beneficial programme delivered at a cost that offers unrivalled value.

For your direct line to **Colors Unlimited International**:

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