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How Adding-On Services Can Increase Profits

By Albert Lee

CA.- November 27 2007, I started in the auto appearance business via the body shop industry. I was a good painter and understood what it took to be a good body man. With that said, I was tired of working in a smelly shop getting grungy everyday. I thought about what I loved most about the body shop business and developed some add-ons to my current strengths. I loved delivering quality work to the customer and developed a mobile business offering a wide variety of auto reconditioning services. I learned paintless dent repair, windshield and interior repair and took my paint repair experience and crafted a niche business performing total reconditioning for dealerships and retail customers. After a while, my passion changed to teaching others what I was able to accomplish and I became a teacher at The Ding King Training Institute.

With that said, I believe when a person first looks into adding-on additional services onto their existing business they commonly find themselves asking some of the following questions.

1. Is it worth doing?

Usually the answer depends on whether or not the business is ready to take on different profit centers. Rarely do businesses say that they are making too much money.

2. Will my customers be receptive to the add-on?

There are several bonuses when adding on to an existing business. The clientele or customer base has already been established and most auto dealerships if you go in that direction, like to work with fewer vendors.

3. Am I physically capable?

That depends on the add-on. Some add-ons are more physical than others. For example, if you're currently an auto detailer, then PDR, paint touch-up, interior repair, etc. should not be a problem.

4. Will I be able to get it or will I be wasting my money?

When choosing a company to teach the add-ons, be sure that they offer quality instruction and guarantee their training. Stay away from the "fly by night" companies scattered over the internet. In the end, paintless dent repair is the most challenging requiring the most practice and dedication; however it's the most rewarding.

5. How do I know if I will get quality training?

Ask for references from previous students. View the training facility and meet the instructor. All reputable schools doing business legally are required to provide you with disclosure documents and enrollment documents that the state licensing bodies require.

6. Do I have the time to learn?

Most add-ons can usually be learned in as little in a day. Some programs depending upon what you are looking to learn can take up to one or two weeks.

7. Can I afford it?

The question really is can you afford not to do it? Adding-on to your business should be the cornerstone for generating more profits for you and your family. Look for a training institute that offers financing.

8. When should I do it?

Generally you'll know the slow time for your business when you can get away comfortably. The sooner the better but don't rush into it and choose the wrong school. Do your research!

9. How will this help me?

Not only are you adding to your business, you will be learning a new skill or trade you'll have with you the rest of your life that can be operated any where your life's journeys take you.

10. Should I bring an employee or send a manager for training?

I suggest you learn it and if possible bring another person along so you can handle the growth in business.