



## **Q4 MEMBERSHIP FLASH SALE**

**\$10 Off Any or  
\$20 Off Ceramic**

**First Month Only**

**11/18-11/30**

# Q4 FLASH SALE | PROGRAM OVERVIEW

November 18- November 30, 2023



## OVERVIEW:

- The Q4 Flash Sale is a membership focused promotion that brings awareness to our Unlimited Speed Club, the value of membership, and aims to drive conversion of single-wash customers to monthly members.
- The Flash Sale runs for 13 days, November 18<sup>th</sup> through November 30<sup>th</sup>, offering new members \$10 off any monthly plan - WhiteWater/Class V/Carnauba Gold, or \$20 off a Ceramic plan for the first month only!
- Unlimited Speed Club members always save as the membership pays for itself in just two washes! The more often a member washes, the more they save! Members can wash as often as they'd like at any WhiteWater location.
- Following the first month, they'll re-charge at the regular rate on their plan anniversary.
- Select locations will be excluded from Flash Sale based on opening timelines and other promos.  
**Excludes:** 106, 219, 505, 703, 113, 302, 702, 222, 503, 223, 414, 125

## DETAILS:

- **Offer:** \$10 Off All Plans & \$20 Off Ceramic
- **Dates:** November 18- November 30
- **On-Site Marketing Collateral:** Banner, Wind Master, Bandits, XPT Screens, & Flyers
- **External Marketing:** Social Support, Email & SMS

**WHITEWATER**

~~\$19.99~~ | \$9.99

**CLASS V**

~~\$26.99~~ | \$16.99

**CARNAUBA**

~~\$32.99~~ | \$22.99

**CERAMIC**

~~\$39.99~~ | \$19.99

*Prices above include Bug Prep where applicable.*

**QUESTIONS/COMMENTS:**

Email: [marketingteam@whitewatercw.com](mailto:marketingteam@whitewatercw.com)

# Q4 FLASH SALE | GOALS

November 18- November 30, 2023



## GOAL STRATEGY:

- Continue to strive for a 5% conversion rate or higher, converting at least 1 out of every 20 potential customers to a member.
- Look at it in terms of number of plans to sell per day. If your location's goal is to sell 132 memberships during the Flash Sale, then your team should strive to sell 11 plans per day. While your overall goal may seem high, breaking it out by day will help keep teams motivated and more focused on a specific number of plans per day.

## ASSOCIATE INCENTIVES

- **GOAL:** Locations that meet their goal can choose between a branded beanie or duffle bag for all active employees that worked during the Flash Sale promo.

*Colors and styles may vary.*



- **TOP 10:** The top 10 locations to hit their goal and sell the most plans will win a branded wind breaker for all active employees that worked during the flash sale promo.



QUESTIONS/COMMENTS:

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# Q4 FLASH SALE | SOUTHWEST GOALS

November 18- November 18, 2023



Location	Goal	Plans per Day
101 - Tomball	120	9
102 - Fairfield	150	12
103 - Telge	80	6
104 - Huntsville	120	9
105 - SpringWoods	90	7
107 - Porter	120	9
108 - Channelview	140	11
109- Katy Mills	80	6
110 - Crosby	130	10
111 - Atascocita	80	6
112 - Cleveland	125	10
115 - Airline	75	6
116 - Conroe	120	9
117 - Bellfort	100	8
120 - Montgomery	120	9
201 - Plano	130	10
202 - Lewisville	110	8
203 - Arlington	80	6
204 - Keller	120	9
205 - Garland	110	8
206 - Rowlett	110	8
207 - Plano	100	8
208 - Lower Sonoma	150	12
209 - Princeton	125	10
210 - North Beach	90	7
211 - Hudson Oaks	120	9
212 - Arapaho	100	8
213 - Golden Triangle	130	10
214 - Crowley	90	7
215 - Flower Mound	90	7

Location	Goal	Plans per Day
216 - Basswood	80	6
217 - Argyle	95	7
220 - Melissa	90	7
221 - Irving	100	8
301 - Broken Arrow	90	7
303 - Tulsa 31st Street	90	7
401 - Manor	130	10
402 - Menchaca	120	9
403 - Austin	110	8
404 - Pflugerville	150	12
405 - Marble Falls	110	8
406 - Round Rock	100	8
407 - Valley Mills	150	12
408 - Hewitt	150	12
409 - Cedar Park	80	6
410 - Waco	130	10
412 - Georgetown	80	6
801 - Central	100	8
802 - Highland	70	5
803 - Burbank	80	6
804 - Siegen	65	5
805- Dutchtown	60	5
806 - O'Neal	75	6
807 - Corporate	75	6
808 - Johnston	120	9
809 - Carencro	120	9
810 - Broussard	120	9
811 - Cortana	70	5
812 - Gonzales	80	6
814 - DeRidder	100	8

# Q4 FLASH SALE | MIDWEST GOALS

November 18- November 30, 2023



Location	Goal	Plans per Day
501 - Tylersville	80	6
502 - Amelia	100	8
504 - Hamilton	60	5
506 - Eastown	120	9
507 - Bellefontaine	100	8
508 - Middletown	110	8
509 - Yankee	65	5
510 - Ottawa	70	5
511 - Trenton	90	7
512 - Bowling Green	120	9
513 - North Secor	140	11
514 - South Secor	105	8
515 - Cincinnati	80	6
516 - Red Bank	70	5
517 - Hamilton	50	4

Location	Goal	Plans per Day
518 - Beavercreek	70	5
601 - Lex West	80	6
602 - Lex East	90	7
701 - Lansing	110	8
704 - Coldwater	150	12
705 - New Baltimore	150	12
706 - Gratiot	140	11
707 - Milano	140	11
709 - Adrian	120	9
710 - Grand River	80	6
711 - Brighton	130	10
712 - White Lake	110	8
713 - Sturgis	90	7
714 - Ionia	100	8

# Q4 FLASH SALE | ON-SITE SIGNAGE

November 18- November 30, 2023



## OVERVIEW:

- To generate awareness on-site, each location will receive: Banner (1), Wind Master (1), Bandits (5) to communicate the savings associated with promotion and the value of our memberships.
- Each location will also receive 400 handouts.



**BANNER**  
INSTRUCTIONS: Display near road entrance.



**WIND MASTER**  
INSTRUCTIONS: Display near pay station.



**BANDIT**  
INSTRUCTIONS: Display near pay station drive up/tunnel exit.



**FLYERS**  
INSTRUCTIONS: Share with customers to advise them on the promotion and details. Flyer also contains a coupon should they return in the future.

QUESTIONS/COMMENTS:

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# Q4 FLASH SALE | XPT JOURNEY

November 18- November 30, 2023



## XPT SCREENS:



## PAY STATION FLOW:

- Guide customers through each screen and purchase flow and be sure to highlight the promotion as you go through both the single wash or membership journey. For all membership conversions, be sure to emphasize the value and the regular price for the next month and beyond.
- Customers who purchase a new membership at the pay station will be able to leave a tip at the end of their purchase to reward employees for their exceptional service, just like single-washers.

QUESTIONS/COMMENTS:

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# Q4 FLASH SALE | EXTERNAL MARKETING

November 18- November 30, 2023



## OVERVIEW:

- To support the Flash Sale outside of our locations, we will have promotional messaging on social media - including location specific Facebook pages, and email/text support. This support will increase awareness of our Unlimited Speed Club to customers who may already engage with the brand but have not yet become members as well as target customers near your locations, with messaging communicating the value of memberships and the discount available during the promotion.

- **Social Media**

- Facebook Posts on Parent & Location Pages
  - Pinned Posts
  - Incremental Launch Support
  - Final Days Support
- Facebook Banner
- Instagram Stories & Posts
  - Weekly Support

- **Boosted Facebook Support**

- Market Targeted - Zip Code Segmentation
- Lead Generation - New Member Special

- **Email/Text Campaign**

- Based on Available Contact Information
- Excludes Existing Members

# Q4 FLASH SALE | TALKING POINTS & FAQS

November 18- November 30, 2023



## TALKING POINTS:

- Educate your team on the importance of memberships, share details of the promotion, and how to execute a sale. Grab a co-worker and take turns being the customer and the Spartan at XPT's and on the lot to build confidence in speaking with customers about the promotion.
- Avoid questions that have the customer answering with a yes or no, this gives the customer a way out.
  - Try open-ended questions like:
    - *How often do you wash?*
    - *What plan interests you the most?*
    - *What was your favorite part about the wash?*
    - *What plan can we sign you up for today?*
- Keep an eye out for repeat customers, these are the easiest customers for you to be able to explain the value of an unlimited plan. Be sure to educate the customer that they can expect to see the charge go back to regular pricing at their next recharge date.
- State what price the regular recharge rate will be on their plan anniversary date. Highlight plan terms on receipt, as this will decrease the number of cancelations. Also, let the customer know they can cancel at anytime, no contract on our website at [whitewatercw.com](http://whitewatercw.com) and select 'Manage my Membership' on the site.
  - *"You are welcome to cancel at anytime, you are not under contract. That's how confident we are in our product and the services we offer!"*
- Research other washes in the area so you can answer customers questions regarding what makes us different from the competition.

## FAQs:

- **Will this promotion work for our existing members?**
  - No, this promo is for new memberships only.
- **Will a customer who upgrades their plan get the discount?**
  - No, this promo is for new memberships only.
- **Will a customer who is in declined/expired status and moves to active get the discount?**
  - Since they are not a new customer, they will not receive the discount.
- **What happens if a customer buys a single wash and then decides that day, they would like to purchase a membership?**
  - The customer will receive the \$10/\$20 off and the cost of the wash will be credited.

QUESTIONS/COMMENTS:

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