



# **FLEET ACCOUNTS**

## **OFFERS & DETAILS**

### **2024**





### OVERVIEW:

Fleet Accounts offer businesses looking to wash multiple vehicles, in a quick, convenient, and affordable way with one of our two fleet options: Prepaid Washes or Unlimited Plans

### PREPAID WASHES:

**Details:** Bulk washes at volume discounts

**Offer:**

- 50-99 Washes- 30% off
- 100-199 Washes- 40% off
- 200> Washes- 50% off

<i>Pricing</i>	30%	40%	50%
<b>Rapid</b>	\$5.60	\$4.80	\$4.00
<b>WhiteWater</b>	\$7.70	\$6.60	\$5.50
<b>Class V</b>	\$10.50	\$9.00	\$7.50
<b>Ceramic</b>	\$15.40	\$13.20	\$11.00

**Wash Packages:** Rapid, WhiteWater, Class V, Ceramic

**Distribution:** Option 1- Wash books or Option 2- Digital Barcode

**Payment:** Customer will be sent an invoice that can be paid via credit card or ACH (checks not accepted)

**Notes:**

- Digital prepaid accounts can be recurring. Once the customer runs out of washes, we can reload and auto collect. Setting up recurring prepaid plans will help you hit your goals.
- RFID tags are not an option.

### UNLIMITED PLANS:

**Details:** Discounted unlimited washes per vehicle per month offered to fleets with 10 or more vehicles

**Offer:**

- Class V- \$20.99 per month, per vehicle
- Carnauba- \$26.99 per month, per vehicle
- Ceramic- \$33.99 per month, per vehicle

**Distribution:** RFID tag per vehicle

**Payment:** Option 1- Credit Card or Option 2- Invoiced (checks not accepted)

**Notes:** If invoiced, payment terms are Net 7.



### OVERVIEW:

- Fleet accounts require submission through our intranet using the Fleet Form. Submissions can be submitted either as an inquiry (customer needs more info), or as closed (customer is ready for payment). These two options provide teams with the ability to close fleet sales on their own, but also provide support to locations that have customers that need additional information. Be sure to complete the form with accurate customer information.
- Forms indicating customer needs more information, marketing will contact the lead to provide additional information and seek to close the deal. Forms submitted must include the decision makers' contact information.
- For customers ready for payment:  
**Prepaid Washes**  
Accounting will send an invoice to the billing contact listed. Once the invoice is paid IT, will send the digital barcode, or marketing will send the wash books. Allow 5 business days for invoices to be submitted and codes to be issued. If shipping is needed, allow 5 business days.  
**Unlimited Plans**  
Marketing will reach out to the customer to collect vehicle information. Once vehicle information has been returned, credit card information will be collected or accounting will send an invoice. Once payment is received, tags will be sent via UPS to the customer. Allow 5 business days for invoices to be submitted and codes to be issued. Allow 5 business days for shipping.
- All fleet accounts are handled at the corporate level. Allowing us to setup, ship, manage, collect payment, and track the number of fleets we have as a company and how many fleets your location specifically has.

#### Intranet View

FLEET FORM

FLEET TRIFOLD

FLEET ACCOUNT - INTERNAL DOCUMENT



### REPORTING:

- To provide visibility into the status of fleet submissions and how locations are tracking towards their goal, we will be provided weekly and monthly reporting that indicates status, sold fleets by type, and revenue.
  - Weekly:** Fleet Status Report showing each fleet submitted by location and the status.
  - Monthly:** Fleet Monthly Report showing each location and the revenue from fleets. P&L's will now include monthly fleet revenue and will display a breakdown of fleet name and type.

### GOALS:

- The goal is for each location to generate \$1,500 of revenue a month in fleet sales starting in March.
- By the end of 2024, the Go-Get Goal is \$3,000 of revenue per month.
- Revenue can be a combination of prepaid and unlimited washes. Locations should strive to gain fleet accounts that generate recurring revenue via unlimited plans and prepaids that opt for automatic reload.
- Top 3 performers each month for March to June who have hit their goal will win monthly incentives to be released monthly.
- The Top 5 locations that hit their go-get goal of \$3,000 in monthly fleet revenue by June will win a Rhoback Polo.
- All locations that hit their Go-Get goal by December will win incentives.

### LEAD GENERATION:

Any business with a fleet of vehicles looking for convenient wash options at a discount.

To generate \$1,500 a month in revenue, you should strive to reach out to 10 businesses a month.

Seek to close fleets that have a large number of vehicles and/or high usage increasing your monthly revenue.



## OVERVIEW

- To support the Fleet program, we will have promotional messaging on our website, social media, and local outreach. This support will increase awareness of our fleet programs outside of the stores to generate additional customer leads.

### Website Support

Top navigation bar & dedicated page with contact forms

### Social Media

Facebook posts & Instagram stories

### Local Store Searching

Research fleet opportunities within a three-mile radius of the location

## COLLATERAL:

- **One-Sheet:** Located on the intranet, locations can access a one-sheeter for internal use only to provide a quick overview of what we offer for existing a new employees.
- **Flyer:** For distribution to all potential fleet customers, flyers can be ordered through the intranet by selecting the marketing/branding tab and collateral. An initial set of 250 flyers will be sent to each location.
- **On-Site Signage:** To increase visibility into our fleet program, we will be providing locations with four pump topper signs to add to the mix of signage. Utilizing pump toppers provides a space for an always-on message visible in an area that will allow us to reach the smaller audience of customers that could be potential fleet and reserve the other signage areas for messaging that serves the larger audience of customers.





### **Who do we reach out to help?**

Marketing- Devann

Reaches out to customers, manages unlimited plans, ships wash books

IT- Todd

Sends digital barcodes and creates accounts

Accounting- Emily

Sends invoices and creates reports

### **What are some good examples of fleet?**

Automotive repair

Car dealerships

Rental cars

Businesses with branded vehicles

Municipalities- converting police to a fleet account will reduce the number of free washes and generate revenue

Use the fleet account list report

### **Can prepaid plans or unlimited washes be different wash types?**

No, each account will be offered the same wash.

### **What can we provide for wash history?**

If requested, we can provide

Unlimited plans- Reporting wash history by RFID tag number

Prepaid washes- wash balance

### **What if a customer has changes to their fleet account?**

All fleet accounts are managed at the corp level. Customers can email

[fleet@whitewatercw.com](mailto:fleet@whitewatercw.com).