



DEVELOPMENT PROGRAM

300

SALES

Developer Guide

SALES DEVELOPER GUIDE

Contents

Sales Overview-300	3
Sales Overview Quiz	6
Sales Overview Demonstration	7
Sales Overview Perform & Coach	7
Sales Overview Handout 1—What	8
Unlimited Speed Club Knowledge-301	9
Unlimited Speed Club Knowledge Quiz	12
Unlimited Speed Club Knowledge Demonstration	13
Unlimited Speed Club Knowledge Perform & Coach	13
Unlimited Speed Club Knowledge Handout 1—Key Points	14
Unlimited Speed Club Knowledge Handout 2—Frequently Asked Questions	14
Unlimited Speed Club Knowledge Handout 3—Overcoming Objections	15
WhiteWater Sales Method-302	16
WhiteWater Sales Method Quiz	19
WhiteWater Sales Method Demonstration	21
WhiteWater Sales Method Perform & Coach	21
WhiteWater Sales Method Handout 1—Always On	22

SALES OVERVIEW-300

Welcome

Welcome to the Sales Development Program. The purpose of this program is to provide you with all of the tools, resources, and information you will need to educate customers during the sales process at the pay station and in the lobby. In this program, you will learn about the products, wash packages, and amenities offered at the car wash. Then, you will learn about the unlimited speed club memberships, wash books, and gift cards and how to deliver the WhiteWater sales script. Finally, we will review the steps for completing sales and how to perform the various functions necessary to continue to serve our members after their purchase.

Notes and Questions

As you go through the module, please follow along and take notes. Taking notes will help you remember any key points or questions you want to discuss. Once you have completed each section and quiz, you can review the information and your questions with a manager.

Quiz

Once you have finished watching the module, there will be a quiz to review the information. A score of 100% must be achieved to pass each quiz. If you do not pass the quiz on your first attempt, retry the quiz. If you do not pass on your second attempt, locate a manager. Your manager will review the module with you and address any questions you may have. Once you have passed the quiz, exit the module and locate a manager to proceed to the Demonstration for this module. Your manager will then review the information and any questions you may have.

Why

The goal of the sales development program is to learn about the products delivered through the car wash, our wash packages, and the great amenities we provide. You will also better understand our customer conversations about wash packages, memberships, and wash books. Finally, you will learn how to complete sales efficiently to ensure a stress-free experience for our customers.

What

The following are the items you will need as you complete the processes and procedures you will learn about in the sales program:

1. Knowledge of Wash Products, Wash Packages, and Amenities

Knowledge of all our wash products, packages, and amenities will allow you to review and study the information. A complete understanding of the products used in each package and the pricing is crucial in answering customer questions about our unlimited speed clubs.

2. Pay Station

The pay station is center stage for the customer interactions around the memberships and wash books. The pay stations are also where you will complete the sales transactions for memberships and wash books.

3. SAL or Lobby Terminal

The touch terminals are in the SAL (Semi-Attended Lane) and customer lobby and are used to sell memberships, wash books not purchased at the pay station, and assist customers with membership issues. Additionally, these stations have the following items: a barcode scanner, a card reader, and a receipt printer.

4. RFID Reader

The RFID reader scans membership stickers entering member washes into the wash queue.

5. Pay Station Supply Box

The pay station supply box is used to house all the items needed when talking to customers, completing a membership signup, and selling a wash book, including the Unlimited Speed Club

SALES DEVELOPER GUIDE

Brochure, Stickers, Envelopes, Signup Forms, Pocket Guides, promotional materials, wash books, pens, and other WhiteWater materials such as recruiting and Google review cards.

6. Unlimited Speed Club Membership Sticker

An unlimited speed club membership sticker will be applied to the inside of the windshield after purchasing a membership.

7. Exterior Unlimited Speed Club Membership Sticker

Exterior stickers are used for vehicles when the interior stickers will not read through the windshield for any reason and are placed on the windshield's exterior.

8. Unlimited Speed Club Sticker Envelope

The Unlimited Speed Club Sticker Envelope stores membership stickers, and these envelopes prevent the RFID readers from scanning a tag unintentionally. Anytime membership stickers are at the pay stations, they must be kept in the envelope and the pay station box.

9. Unlimited Speed Club Brochure

The Unlimited Speed Club brochure is a tool to inform customers about the available membership options. It includes a description of each wash package, the associated single wash, and unlimited club pricing. The brochure also contains all the Terms and Conditions related to membership.

10. Unlimited Speed Club Signup Form

The signup form is at the bottom of the membership brochure and captures essential customer information that must be added to their account.

11. Wash Books

Wash books contain five (5) prepaid washes given to the customer after purchase and activation of the wash book. All wash books are priced at five washes for the price of four. **Note:** Wash books are only available at DRB locations.

12. Gift Cards

Gift cards can be purchased in any amount, and all gift card purchases include an additional 20% of added value. **Note:** Gift cards are only available at ICS locations.

13. Pocket Guide

The pocket guide is a quick reference for wash product and package descriptions.

14. Unlimited Speed Club Welcome Gift

The welcome gift is a special offer for new members when they sign up that includes a Whitewater cup, a Flip sticker, an air freshener, and more.

Pay Station Attendance

The first step in educating customers is being present at the pay stations. The pay stations are the center of every transaction; ensuring they are always staffed is the most crucial part of the education and sales process. We can reduce our transaction times by being at the pay stations to educate and assist customers. The shorter our transaction times, the faster our line moves and the quicker all customers get through the car wash. Additionally, being available to resolve membership issues that prevent a member from accessing the car wash promptly enables us to deliver the quality and speed of service our members expect to receive.

Over time, as the number of members at each store increases, the opportunity to add members will often decrease. This is due to a large percentage, as much as sixty percent (60%), of the store's volume coming from members. If a store washes 500 cars, they will only see 200 non-member customers. With such a limited number of non-member customers, it is critical that we are at the pay stations as often as possible to educate as many of those customers as possible. Additionally, many of these non-member customers will be first-time customers, so we must be present and ready to educate them about all aspects of the car wash. Similarly, if a store washes 500 cars, they will see 300 members that day. Each one of those members needs to be welcomed to the wash at the pay

SALES DEVELOPER GUIDE

stations with a smile, wave, and friendly “Welcome to WhiteWater” greeting. Additionally, we always want to be prepared to quickly resolve any member issues at the pay station or the SAL terminal.

On the Game Plan

On the Game Plan board, “PS” indicates being assigned to the pay stations during that hour of the day. During your designated hours, it is of utmost importance that you are outside, at the pay stations, and ready to greet our customers and welcome them to WhiteWater. Additionally, the Lot position, indicated by an “L” on the Game Plan board, is responsible for delivering membership welcome gifts, answering additional new member questions, completing the membership sign-up process, and resolving any membership issues customers report after customers wash. There will also be occasions when customers sign up for a membership after washing. When this occurs, the Lot position will complete the entire membership sign-up process in the lobby/office. For these reasons, maintaining your presence in the lot is also critical in completing customer education and sales.

Above all, before we educate customers and long before we sell a membership, we must be present at the pay stations because if someone isn’t there to educate customers, resolve issues, and complete membership sign-ups, we will not be able to serve our customers to the best of our ability.

SALES DEVELOPER GUIDE

Sales Overview Quiz

Once the employee has completed the module, they must complete the quiz. To pass the quiz, the employee must score 100%. If the employee does not pass their first attempt, they must retake the quiz. If they do not pass on their second attempt, you will need to review the quiz and answers with them before they attempt it again.

1. On the Game Plan board, PS indicates _____ and L indicates _____.
 - a. **Pay Station; Lot**
 - b. Pay Station; Loading
 - c. Passenger Side Prep; Lot
 - d. Passenger Side Prep; Loading
2. What is the center stage for customer interactions that take place around memberships?
 - a. Lot
 - b. **Pay Station**
 - c. Tunnel
 - d. None of these
3. Which of the following are NOT included in the Membership Welcome Gift?
 - a. Whitewater Cup
 - b. Flip Sticker
 - c. Air Freshener
 - d. **Wash Book**
4. As the number of members at each store increases, the opportunity to add members will often _____.
 - a. Increase
 - b. Stay the same
 - c. **Decrease**
5. The pay stations are center-stage for customer interactions.
 - a. **True**
 - b. False
6. The Membership Stickers must be kept in the Envelope at all times.
 - a. **True**
 - b. False
7. The RFID readers scan and enter member washes into the queue.
 - a. **True**
 - b. False

Sales Overview Demonstration

During the Demonstration, it is important that you do not stop to answer an employee's questions or provide additional information. The goal is for the employee to see the process performed in as close to a real-life scenario as possible. This uninterrupted performance will help to connect the steps or information that was learned. We will answer all questions and address any issues after the Demonstration.

Once the employee has passed the quiz, ask the employee if they have any questions and provide the answers. Then, review all the tools and resources listed in the WHAT portion of the module. Be sure to go to where each item is located, and replenishments are stored. Next, show the team members how to calculate the membership bonus and ensure they understand how it is calculated and distributed.

Once the roleplay is complete and all team members' questions have been answered, give the team members their copy of the **Sales Overview Handouts 1 & 2** to review and study. Then, proceed to the Perform & Coach step.

Sales Overview Perform & Coach

During Perform & Coach, it is important that you do not stop to answer an employee's questions, and you shouldn't stop the employee to provide additional information. The goal is for the employee to complete the process. Coaching will be provided upon completion.

Ask the team member to explain the importance of being always present at the pay stations during their assigned times throughout the day and provide coaching on their response.

Have the team member show you where all the tools and resources are listed in the WHAT portion of the module, where each item is located, and where replenishments are stored. Provide coaching on any items they are having trouble explaining or finding.

Repeat the Perform & Coach process until the team member has complete knowledge and understanding of all the information covered in this module.

SALES DEVELOPER GUIDE

Sales Overview Handout 1—What

The following are the items you will need as you complete the processes and procedures you will learn about in the sales program:

1. Knowledge of Wash Products, Wash Packages, and Amenities

Knowledge of all wash products, wash packages, and amenities that we offer will allow you to review and study the information as well as a complete knowledge of the products used in each package and the pricing is key to answering customer questions about our unlimited speed clubs.

2. Pay Station

The pay station is center stage for the customer interactions that take place around the memberships and wash books. The pay stations are also where you will complete the sales transactions for memberships and wash books.

3. SAL or Lobby Terminal

The touch terminal is located in the SAL lane and/or the office and is used to sell memberships and wash books not purchased at the pay station. Additionally, these stations have the following key items; a barcode scanner, a card reader and a receipt printer.

4. License Plate Reader

The license plate reader is used to detect a vehicle's license plate and determine if the customer has a membership, or not. While not every location will have a license plate reader it is important to understand their function.

5. RFID Reader

The RFID reader is used to scan membership stickers. At non-LPR locations, the RFID readers are used to process all membership washes. At LPR locations, the RFID reader will read membership stickers when they are present, but the License Plate Readers will be the primary method of entering member washes into the queue.

6. Unlimited Speed Club Sticker

An unlimited speed club membership sticker will be applied to the windshield after a membership is purchased at non-LPR locations.

7. Unlimited Speed Club Sticker Envelope

The Unlimited Speed Club Sticker Envelope is used to store membership stickers, and these envelopes prevent the RFID readers from scanning a tag unintentionally. Anytime membership stickers are at the pay stations, they must be kept in the envelope and in the pay station box.

8. Customer License Plate Number

For locations with License Plate Recognition (LPR), the customer's license plate number will be captured during membership sign-up in order to attach the vehicle to the membership.

9. Unlimited Speed Club Brochure

The Unlimited Speed Club brochure is a tool used to deliver information to customers about the membership options available and includes a description of each wash package and the associated single wash and unlimited club pricing. The brochure also contains all of the Terms & Conditions related to membership.

10. Unlimited Speed Club Signup Form

The signup form is located at the bottom of the membership brochure and is used to capture important customer information that will need to be added to their account.

11. Unlimited Speed Club Welcome Gift

The welcome gift is a special offer for new members when they sign up that includes a Whitewater cup, a Flip sticker, an air freshener, and more.

12. Wash Books

A wash book will be given to the customer after purchase and activation of the wash book.

13. Pay Station Supply Box

The pay station supply box is used to house all of the items needed when talking to customers, completing a membership signup, and selling a wash book including the Unlimited Speed Club Brochure, Stickers, Envelopes, Signup Forms, promotional materials, wash books, pens, and other WhiteWater materials.

UNLIMITED SPEED CLUB KNOWLEDGE-301

Welcome

Welcome to the Unlimited Speed Club Knowledge module. This module will cover all the information you need to know to educate our customers on unlimited speed club memberships.

Notes and Questions

As you go through the module, please follow along and take notes. Taking notes will help you remember any key points or questions you want to discuss. Once you have completed each section and quiz, you can review the information and your questions with a manager.

Quiz

Once you have finished watching the module, there will be a quiz to review the information. A score of 100% must be achieved to pass each quiz. If you do not pass the quiz on your first attempt, retry the quiz. If you do not pass on your second attempt, locate a manager. Your manager will review the module with you and address any questions you may have. Once you have passed the quiz, exit the module and locate a manager to proceed to the Demonstration for this module. Your manager will then review the information and answer any questions you may have.

Why

We must be knowledgeable about the unlimited speed club memberships so that we are always ready to educate the customer about the benefits and value of each one. By being prepared to answer questions, we can quickly and confidently inform customers about all aspects of membership and answer frequently asked questions about pricing and membership management.

Educate

The unlimited speed club membership allows customers to pay a low monthly fee and receive unlimited car washes at any location. Our memberships provide many benefits to members and offer the ultimate speed and convenience when visiting any of our washes nationwide.

Not only is an unlimited speed club membership a great benefit to customers, but it also greatly benefits you, your teammates, and WhiteWater. Because memberships are automatically billed each month, the revenue generated from unlimited clubs is recurring. This means the store earns revenue regardless of weather and other factors that might cause fluctuations in wash volume. This leads to our store revenue being more predictable and stable, which increases our ability to predict revenue and cover operating costs reliably. In turn, we can invest more into stores to improve the customer experience by replacing worn signage, refurbishing or upgrading equipment, and adding to our teams. So, the more members a store has, the more recurring revenue will be generated.

Additionally, memberships create recurring wash volume because members wash more often and are more likely to wash despite inclement weather or other factors that might deter drive-up customers. Consistent volume increases the predictability of our operations and ensures that we are always fully equipped and ready to wash.

Unlimited speed club memberships also increase customer loyalty because members are much less likely to wash at another car wash, and they are more likely to recommend WhiteWater to others.

Customer Interactions

One of the most important things we do when selling memberships is interact with customers to educate them on the Unlimited Speed Club. While our ultimate goal is to end each conversation with a new sign-up, it is essential to remember that educating customers is always the first step. By simply educating customers on the value of membership, you can open up a dialogue to further explain the Unlimited Speed Club, how it works, and the benefits and savings that membership provides. It may take several interactions before someone decides to join. Often, customers will not sign up when they first learn about our memberships. Again, the vital thing to remember is that the goal is to educate the customer and to plant the seed to get the customer thinking about joining. On subsequent visits, you or another team member will talk to the customer about the Unlimited Speed Club again and continue

SALES DEVELOPER GUIDE

to grow that seed. The consistent communication of the information ultimately leads customers to purchase a membership, and once they have signed up, your seed has sprouted.

If we provide the exceptional customer service WhiteWater is known for, customers who have been educated on the value and benefits of the Unlimited Speed Club will eventually sign up. So, if you end each interaction with a fully educated customer, you have achieved success.

Key Points

When talking to customers about the unlimited speed club, there are some key points that you will want to touch on during the conversation. Let's review each of the key points.

Benefits of Membership

When a member visits a wash, they can pull into the members-only lane and quickly be granted access to the wash. Additionally, members can use their membership at any of our convenient locations nationwide. Lastly, customers can manage and cancel their membership through our website, making it hassle-free for members to make changes.

Pricing

Depending on your market and location, membership pricing may vary. However, all memberships are two times the cost of a single wash or less, regardless of market or location. This means the Unlimited Speed Club pays for itself after just two washes a month.

Unlimited Speed Club Brochure

Our Unlimited Speed Club brochure is one of the most valuable tools when talking to customers about membership. The brochure includes a description of each wash package and the associated single wash and unlimited club pricing. The brochure also serves as a future reminder about the Unlimited Speed Club. By giving the customer the brochure to take with them, they can look at and consider the information further. When planting the seed, delivering a brochure is of utmost importance.

Frequently Asked Questions

The following are the frequently asked questions regarding the unlimited speed club membership. Let's review these questions and their answers.

When will my card be charged?

Your card will be charged each month on the anniversary date of your purchase.

How often can I wash?

You can wash your car as often as you would like.

Can I use it on more than one vehicle?

Member vehicles are identified by a sticker inside the windshield or by license plate recognition. For this reason, the membership can only be used on one car.

Is there a discount for multiple memberships?

There is no discount for multiple memberships. Each vehicle will need its own.

What if I update my credit card, change plans, or cancel my membership?

You can manage your plan online and make changes at any time. For cancellations, please visit us online at least five days before your recharge date to stop all future charges.

What if I get a new car?

You can bring your new car to any location, and we will update your account and place a new sticker on the inside of the windshield if necessary.

How do I pay for the unlimited speed club?

The Unlimited Speed Club is a recurring monthly charge billed to a credit card.

SALES DEVELOPER GUIDE

Overcoming Objections

When customers don't want to join the unlimited speed club, our next objective is to assess their reason and ensure they are fully educated on our other value-added products. After educating customers about the Unlimited Speed Club, three common objections are heard from customers. The two most common are that the customer either doesn't wash frequently enough or they don't want to put a card on file. For these objections, we have the perfect response. Wash books or gift cards! The other objection you will hear is that the customer doesn't live near the car wash or is visiting from out of town. This objection creates an excellent opportunity to educate on our 100-plus locations nationwide and the markets they serve.

Wash Books & Gift Cards

Like our unlimited speed club, wash book and gift card sales lead to opportunities to grow the business further. Both items are excellent alternatives for customers not interested in a membership, and they are often the first step towards a customer joining the unlimited speed club. They can also be an excellent option for members looking for the perfect gift for someone they know, and selling a wash book or gift card to a member creates more opportunities to impact a new customer. Some members also have additional vehicles that they don't wash often enough for a membership to be beneficial. Again, this is an excellent opportunity to inform them of the wash book or gift card option. Selling one wash book equates to five opportunities to deliver an experience so great that the customer will have no choice but to purchase a membership. Likewise, gift cards create more opportunities to impact customers and allow customers to choose from any wash package upon redemption. So, whether bought for themselves or as a gift, we have created additional opportunities to make a great impression. **NOTE:** Wash book and gift card availability varies depending on market and location.

Wash books are offered for the WhiteWater and Carnauba Gold washes. Depending on your market and location, wash book pricing may vary. Regardless of location, all wash books are "buy four, get one free," equating to a 20% savings with every purchase.

Gift cards are available in any amount, and gift card purchases receive an additional 20% value with every purchase. For example, if a customer purchases a \$100 gift card, the gift card will have an initial balance of \$120.

Summary

Whether we are talking about the unlimited speed club, wash books, or gift cards, it is essential always to be ready to educate the customer about the benefits and value of each product. This means being prepared to answer questions and further educate customers about each item. You will also need to know the answers to frequently asked questions and questions about pricing and benefits. All of this is necessary to reach the goal of ending the interactions with a sale. In the next module, you will learn about our sales script and how it's combined with your knowledge of the unlimited speed club.

SALES DEVELOPER GUIDE

Unlimited Speed Club Knowledge Quiz

Once the employee has completed the module, they will need to complete the quiz. To pass the quiz, the employee must score a 100%. If the employee does not pass their first attempt, they must take the quiz again. If they do not pass on their second attempt, you will need to review the quiz and answers with them before they attempt the quiz again.

1. Which of the following are open-ended questions? (Select all that apply)
 - a. Do you want to sign up for a membership?
 - b. **What wash are you looking to get today?**
 - c. **How often do you wash your car?**
 - d. None of the above
2. What are the benefits of joining the Unlimited Speed Club? (Select all that apply)
 - a. Members are able to use their membership at any of our convenient locations within 20 miles of their sign-up location.
 - b. **No contract or commitment.**
 - c. **Hassle-free for members to make any changes to the account on our website.**
 - d. Members get additional discounts on wash book purchases.
3. Educating customers is always the first step in signing up a new member.
 - a. **True**
 - b. False
4. Our Unlimited Speed Club brochure is one of the most useful tools we have when talking to customers about memberships.
 - a. **True**
 - b. False
5. Regardless of location, memberships are priced at _____ times the cost of a single wash or less.
 - a. Three
 - b. **Two**
 - c. One
 - d. None of the above
6. Customers can use cash or a credit card to purchase a membership.
 - a. True
 - b. **False**
7. The first step in selling a membership is to educate the customer.
 - a. **True**
 - b. False

Unlimited Speed Club Knowledge Demonstration

During the Demonstration, it is important that you do not stop to answer an employee's questions or provide additional information. The goal is for the employee to see the process performed in as close to a real-life scenario as possible. This uninterrupted performance will help to connect the steps or information that was learned. We will answer all questions and address any issues after the Demonstration.

The Demonstration for this module is covered on TalentLMS

Once the employee has passed the quiz, ask the employee if they have any questions and provide the answers. Once all team member questions have been answered, give the team member their copy of **Unlimited Speed Club Handouts 1 & 2** to review and study. Then, proceed to the Perform & Coach step.

Unlimited Speed Club Knowledge Perform & Coach

During Perform & Coach, it is important that you do not stop to answer an employee's questions, and you shouldn't stop the employee to provide additional information. The goal is for the employee to complete the process. Coaching will be provided upon completion.

Using your Developer Guide as a reference, ask the team member to explain each of the following key points of the Unlimited Speed Club:

- Pricing
- Benefits of Membership
- Unlimited Speed Club Brochure
- Frequently Asked Questions

*****Provide coaching as necessary after each item*****

SALES DEVELOPER GUIDE

Unlimited Speed Club Knowledge Handout 1—Key Points

When talking to customers about the unlimited speed club, there are some key points that you will want to touch on during the conversation. Let's review each of the key points.

Benefits of Membership

When a member visits a wash, they can pull into the members-only lane and quickly be granted access to the wash. Additionally, members can use their membership at any of our convenient locations nationwide. Lastly, customers can manage and cancel their membership through our website, making it hassle-free for members to make changes.

Pricing

Depending on your market and location, membership pricing may vary. However, all memberships are two times the cost of a single wash or less, regardless of market or location. This means the Unlimited Speed Club pays for itself after just two washes a month.

Unlimited Speed Club Brochure

Our Unlimited Speed Club brochure is one of the most valuable tools when talking to customers about membership. The brochure includes a description of each wash package and the associated single wash and unlimited club pricing. The brochure also serves as a future reminder about the Unlimited Speed Club. By giving the customer the brochure to take with them, they can look at and consider the information further. When planting the seed, delivering a brochure is of utmost importance.

Unlimited Speed Club Knowledge Handout 2—Frequently Asked Questions

The following are the frequently asked questions regarding the unlimited speed club membership. Let's review these questions and their answers.

When will my card be charged?

Your card will be charged each month on the anniversary date of your purchase.

How often can I wash?

You can wash your car as often as you would like.

Can I use it on more than one vehicle?

Member vehicles are identified by a sticker inside the windshield or by license plate recognition. For this reason, the membership can only be used on one car.

Is there a discount for multiple memberships?

There is no discount for multiple memberships. Each vehicle will need its own.

What if I update my credit card, change plans, or cancel my membership?

You can manage your plan online and make changes at any time. For cancellations, please visit us online at least five days before your recharge date to stop all future charges.

What if I get a new car?

You can bring your new car to any location, and we will update your account and place a new sticker on the inside of the windshield if necessary.

How do I pay for the unlimited speed club?

The Unlimited Speed Club is a recurring monthly charge billed to a credit card.

SALES DEVELOPER GUIDE

Unlimited Speed Club Knowledge Handout 3—Overcoming Objections

When customers don't want to join the unlimited speed club, our next objective is to assess their reason and ensure they are fully educated on our other value-added products. After educating customers about the Unlimited Speed Club, three common objections are heard from customers. The two most common are that the customer either doesn't wash frequently enough or they don't want to put a card on file. For these objections, we have the perfect response. Wash books or gift cards! The other objection you will hear is that the customer doesn't live near the car wash or is visiting from out of town. This objection creates an excellent opportunity to educate on our 100-plus locations nationwide and the markets they serve.

Wash Books & Gift Cards

Like our unlimited speed club, wash book and gift card sales lead to opportunities to grow the business further. Both items are excellent alternatives for customers not interested in a membership, and they are often the first step towards a customer joining the unlimited speed club. They can also be an excellent option for members looking for the perfect gift for someone they know, and selling a wash book or gift card to a member creates more opportunities to impact a new customer. Some members also have additional vehicles that they don't wash often enough for a membership to be beneficial. Again, this is an excellent opportunity to inform them of the wash book or gift card option. Selling one wash book equates to five opportunities to deliver an experience so great that the customer will have no choice but to purchase a membership. Likewise, gift cards create more opportunities to impact customers and allow customers to choose from any wash package upon redemption. So, whether bought for themselves or as a gift, we have created additional opportunities to make a great impression. **NOTE:** Wash book and gift card availability varies depending on market and location.

Wash books are offered for the WhiteWater and Carnauba Gold washes. Depending on your market and location, wash book pricing may vary. Regardless of location, all wash books are "buy four, get one free," equating to a 20% savings with every purchase.

Gift cards are available in any amount, and gift card purchases receive an additional 20% value with every purchase. For example, if a customer purchases a \$100 gift card, the gift card will have an initial balance of \$120.

WHITEWATER SALES METHOD-302

Welcome

Welcome to the WhiteWater Sales Method module. In this module, we will review each section of the sales script, how it is used, and discuss its importance in the selling process.

Notes and Questions

As you go through the module, please follow along and take notes. Taking notes will help you remember any key points or questions you want to discuss. Once you have completed each section and quiz, you can review the information and your questions with a manager.

Quiz

Once you have finished watching the module, there will be a quiz to review the information. A score of 100% must be achieved to pass each quiz. If you do not pass the quiz on your first attempt, retry the quiz. If you do not pass on your second attempt, locate a manager. Your manager will review the module with you and address any questions you may have. Once you have passed the quiz, exit the module and locate a manager to proceed to the Demonstration for this module. Your manager will then review the information and any questions you may have.

Why

Our standardized sales script aims to ensure that everyone can quickly and effectively determine what wash customers want to purchase and educate them on the unlimited speed club membership. The script also increases the efficiency of our conversations at the pay stations. In turn, all customers can get through the line and into the wash faster, resulting in our ability to wash more cars.

Educate

When selling unlimited speed club memberships, WhiteWater takes an educational approach with customers rather than aggressive sales tactics. Simply educating customers on the value and benefits of our membership is the best way to attract new members. As you've learned in this program, the Unlimited Speed Club offers multiple benefits to customers who wash their cars more than twice a month. So, rather than trying to convince or persuade customers to join, we let them make informed decisions.

When educating customers about the unlimited speed club, time is one of our most common obstacles. Whether the customer is in a hurry or we have a long line of cars all waiting to get into the wash, our opportunity to engage and educate often comes with a time limit. Additionally, each customer interaction presents several potential paths that conversations could take. To overcome these potential obstacles, we follow a method of communication that allows us to steer the conversation in a direction that will enable us to highlight the benefits of membership and educate customers. This sales method relies on a standardized script that ensures we consistently deliver the most relevant information to customers in the shortest time. The sales script has five key sections, and each one is vital to the script's effectiveness. The five key sections are:

Customer Greeting Selecting a Wash Membership Education Decision Closing

Customer Greeting

The initial greeting sets the tone of the entire conversation. Our signature, "Welcome to WhiteWater!" is followed by the standard question, "Which wash are you looking for today?" The goal is to determine the wash the customer wants to purchase quickly. We accomplish both by delivering the following greeting:

"Hi, Welcome to WhiteWater! Which wash are you looking for today?"

SALES DEVELOPER GUIDE

Selecting a Wash

When selecting a wash, customers often say, "Just the basic," or they won't know which wash they want. In either case, we need to educate the customer on the featured product of each wash package, and we have quick descriptions that highlight the featured product in each of the top four packages. These quick descriptions allow us to highlight the featured product while keeping it simple for customers. Let's review the descriptor for each:

WhiteWater	Wheel Clean
Class V	Tire Shine
Carnauba	Wax
Ceramic	Best of the Best!

The quick descriptions enable the customer to clearly understand the benefits of each package without a long, detailed explanation that they may need help understanding. However, when a customer does ask about everything included in a package, we must be prepared to respond with the information covered in the Product Knowledge module of this program.

Membership Education

Once the wash has been determined, we are ready to discuss the benefits and the membership cost for the wash they selected. Except for the membership price, this script section is the same regardless of the wash selection. The following is an example using the Carnauba Gold wash:

You got it! For \$32.99, you can wash unlimited. The plan pays for itself in just two washes. You will have access to our exclusive members-only lane and the ability to wash at any of our 100-plus locations!

In just three sentences, we can deliver all the essential features of the Unlimited Speed Club in a clear, concise manner that is easy for anyone to understand.

Decision

Once you have delivered the benefits and pricing of the membership, it will be time for the customer to decide. Depending on their decision, you will provide one of the following responses:

If Yes

If their answer is yes, you will proceed to the "Enter Phone Number" screen and say the following:

You got it! What's your phone number? We will send you a text with a link to manage your plan as you see fit.

If No

If they answer no, give the customer a brochure and complete the transaction.

Closing

While completing the transaction, customers must be educated on our free amenities regardless of whether a membership is purchased. To inform customers, deliver the following statement:

After your wash, be sure to take advantage of our free amenities, such as window and all-purpose cleaner detail stations, vacuums, air guns, towels, and mat cleaners.

Providing Additional Information

Throughout our conversations with customers, we will inevitably be asked for more information about products, packages, and the unlimited speed club. As these questions arise during our delivery of the sales script, we must take a step back from the script and utilize everything learned in the previous modules to answer those questions. Once the question has been answered and you have the information needed, return to the script and deliver the following line in the script.

SALES DEVELOPER GUIDE

Summary

Overall, the sales script is a tool to help you reach the goal of a new member with each customer interaction. Being able to educate the customer in a concise amount of time is one of the critical benefits of the script. Additionally, the more consistently we deliver messages to customers, the more impactful they will be. So, the more we utilize the script, the more memberships we sell. Remember, regardless of the situation, the sales script will enable you to conclude each conversation with fully educated customers and many new members. A consistent message and confident answers to customer questions can be all the difference in a customer purchasing a membership instead of a single wash.

SALES DEVELOPER GUIDE

WhiteWater Sales Method Quiz

Once the employee has completed the module, they must complete the quiz. In order to pass the quiz, the employee must score a 100%. If the employee does not pass their first attempt, they must take the quiz again. If they do not pass on their second attempt, you will need to review the quiz and answers with them before they attempt the quiz again.

1. WhiteWater takes a(n) _____ approach with customers rather than using aggressive sales tactics.
 - a. Direct
 - b. Educational**
 - c. Persuasive
 - d. Aggressive
2. Which of the following is the correct customer greeting?
 - a. Welcome to WhiteWater! Which wash are you looking for today?**
 - b. Welcome to WhiteWater! How are you today?
 - c. Hi! Which wash are you looking for today?
 - d. Welcome to WhiteWater! Do you want to purchase a membership today?
3. We educate customers on our free amenities when they purchase a membership.
 - a. True
 - b. False**
4. The information learned in the Product Knowledge may be needed during customer interactions.
 - a. True**
 - b. False
5. Quick descriptions enable the customer to clearly understand the benefits of each package.
 - a. True**
 - b. False
6. When educating customers about the unlimited speed club, one of the most common obstacles we face is time.
 - a. True**
 - b. False
7. Match the following washes with their description in the sales method.

Wheel Clean	WhiteWater
Tire Shine	Class V
Wax	Carnauba Gold
Best of the Best	Ceramic Platinum
8. Put the 5 sections of the sales script in the correct order.

Customer Greeting	1
Selecting a Wash	2
Membership Education	3
Decision	4
Closing	5

SALES DEVELOPER GUIDE

9. The plan pays for itself in just _____ washes. You will have access to our _____ members-only lane and the ability to wash at any of our 100-plus locations!

- a. Two; dedicated
- b. Two; exclusive**
- c. Two; special
- d. Three; exclusive
- e. Three; special

10. What are the two most common objections to membership?

- a. Don't wash frequently enough
- b. Don't like the package options
- c. Don't want a card on file
- d. A & C**
- e. All the above

WhiteWater Sales Method Demonstration

During the Demonstration, it is important that you do not stop to answer an employee's questions or provide additional information. The goal is for the employee to see the process performed in as close to a real-life scenario as possible. This uninterrupted performance will help to connect the steps or information that was learned. We will answer all questions and address any issues after the Demonstration.

The Demonstration for this module is covered in the online module.

Once the team member has passed the quiz, ask the team member if they have any questions and provide the answers. Once all team member questions have been answered, give the team member their copy of **Completing the Sale Handouts 1 & 2** to review and study. Then, proceed to the Perform & Coach step.

WhiteWater Sales Method Perform & Coach

During Perform & Coach, it is important that you do not stop to answer a team member's questions, and you shouldn't stop the employee to provide additional information. The goal is for the employee to complete the process. Coaching will be provided upon completion.

Utilizing Completing the Sale Handout 1, perform the following steps. Each step will need to be repeated as many times as necessary. The goal is to memorize and master the script, not to memorize it quickly or to come up with a different version of the script.

1. Alternating the customer and team member roles each time, go back and forth with the team member **reading directly from the script handout**. Repeat this process until the team member begins to look up while delivering portions of the script.
2. Once the team member starts looking up from the script consistently, have the team member attempt the script without looking at the script. During this time the team member needs to reference their script if they get stuck and you will need to encourage them to **read directly from the script handout** for any part of the script that needs improvement.
3. Once the team member can complete the script without looking at the handout, it is time to go to the pay station to practice with customers.
4. During the initial customer interactions, it is expected that the team member may not be perfect on the initial attempts. After each interaction, coaching should be provided on the areas that need more attention. In between greeting customers, continue role-playing the scenario.
5. Continue this process until the team member has achieved mastery of the scripts during customer interactions.

Once the team member has mastered the script in **Completing the Sale Handout 1**, begin working through the script in **Completing the Sale Handout 2**.

WhiteWater Sales Method Handout 1—Always On

Customer Unsure -OR- Asks for “The Basic”

1. Hi, Welcome to Whitewater! What wash are you looking to get today?

(Pause for response)

(“I’m not sure”) -OR- (“Just the basic”)

(Go to single wash screen, point to each wash as you go through the descriptions)

2. Wheel Clean, Tire Shine, Wax, Best of the Best!

(Pause for response)

3. **Wash Selection**

WhiteWater (\$11)

Wheel Clean

Class V (\$15)

Tire Shine

Carnauba (\$18)

Wax

Ceramic (\$22)

Best of the Best

Team Member Response

You got it! For **\$19.99**, you can wash unlimited. The plan pays for itself in just two washes. You will have access to our exclusive members-only lane and the ability to wash at any of our 100-plus locations!

You got it! For **\$26.99**, you can wash unlimited. The plan pays for itself in just two washes. You will have access to our exclusive members-only lane and the ability to wash at any of our 100-plus locations!

You got it! For **\$32.99**, you can wash unlimited. The plan pays for itself in just two washes. You will have access to our exclusive members-only lane and the ability to wash at any of our 100-plus locations!

You got it! For **\$39.99**, you can wash unlimited. The plan pays for itself in just two washes. You will have access to our exclusive members-only lane and the ability to wash at any of our 100-plus locations!

(Pause for response)

4. **If Yes** You got it! What’s your phone number? We will send you a text a link to manage your plan as you see fit.
- If No** Absolutely! *(Hand customer brochure)* We are running this promotion until *(Insert Promo End Date)*.

(Complete the sale)

5. After your wash, be sure to take advantage of our free amenities, such as window and all-purpose cleaner detail stations, vacuums, air guns, towels, and mat cleaners.

**SALES
DEVELOPER GUIDE**