



DEVELOPMENT PROGRAM

300

SALES

Handouts

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SALES OVERVIEW-300

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

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.

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

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**

Team Member Response

WhiteWater (\$11)

Wheel Clean

Class V (\$15)

Tire Shine

Carnauba (\$18)

Wax

Ceramic (\$22)

Best of the Best

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.

