SALES TRAINING SOP

Retail & Membership Sales Guide

Free to use, print, and adapt for your car wash.

CPH OPERATING PARTNERS
carsperhour.com

How to Use This Guide

1. Print this guide on letter paper. Black and white is fine.
2. Replace every [bracketed] item with your own wash name, packages, prices, and add-ons. Write them in by hand or edit a copy.
3. Match the product descriptions to the add-ons you actually sell. Cross out any you don't offer.
4. Train every cashier and greeter on the scripts, in order, from the top of the menu down. Role-play each question until it's automatic.
5. Post the scripts and the Specific Hints & Sales Tips pages at each pay station and in the break room.
6. Review it with your team regularly and coach to it on every shift.

PLACEHOLDERS TO REPLACE

[Your Wash Name]	Your car wash name, used in the greetings and scripts
[Top Package Name], [Second Package Name], [Third Package Name], [Base Package Name]	Your retail wash packages, from the top of the menu down
[$Price]	The price that goes with the package or membership it follows
[$Top Package Price], [$Second Package Price], [$Third Package Price]	The retail prices the cashier quotes in the scripts
[Top Membership Name], [Second Membership Name], [Third Membership Name], [Base Membership Name]	Your monthly unlimited membership plans
[$Top Membership Price], [$Second Membership Price], [$Third Membership Price], [$Base Membership Price]	The monthly membership price quoted at the close
[$Price Difference]	Membership price minus the retail wash already chosen
[Location Name]	The site that offers Full Service (delete the line if none do)
[Number]	How many locations a member can use

01 Retail Sales Guidelines

One of the most important aspects to making a sale is knowing and believing in your product, therefore it is imperative that you are knowledgeable and confident in what our wash packages offer and include.

WASH PACKAGES

[Top Package Name] **[$Price]** package includes the **[Second Package Name]** plus Dual Presoak, Dual Wheel Cleaning, and Graphene Protectant

[Second Package Name] **[$Price]** package includes the **[Third Package Name]** plus Rain Guard, Ceramic Shield, and Tire Shine

[Third Package Name] **[$Price]** package includes the **[Base Package Name]** plus Barrier Wax, wheel cleaner, high pressure, and underbody

[Base Package Name] **[$Price]** package includes Triple Foam Polish, Exterior Rinse and high speed dryers

PRODUCTS AND EXTRA SERVICES

Graphene Protectant: Outperforms ceramic and traditional protectants, delivering a longer-lasting, high-gloss finish. Engineered for superior water resistance, it increases the contact angle of water molecules, ensuring effortless drying and the driest shine in car washing. Additionally, it offers better protection against dirt and UV rays.

Ceramic Shield: Bonds to the vehicle's surface, creating a durable, long-lasting shine with a smooth, silk-like finish while creating a bond to help repel dirt and grime.

Barrier Wax: Enhances water repellency, produces an ultra-high gloss shine, and leaves a finish that looks hand-waxed.

Rain Guard: A hydrophobic layer of protection that causes water to bead and roll off of paint and glass, improving visibility during any rainy weather events.

Dual Presoak: An extra layer of presoak that helps penetrate excessive dirt, grime, and bugs.

Triple Foam Polish: Designed as a "flash wax," it provides excellent rinseability while leaving a smooth, glossy finish that enhances vehicle appearance and durability.

Tire Shine: A protective layer to make tires look clean, dark, and shiny.

Full Service: Exterior Towel-Dry, Door Jamb Cleaning, Interior Glass Cleaning, Interior Dustings, and Vacuum of Mats and Seats. (**[Location Name]** Location Only)

02 Selling Guidelines & Scripts

Never stop smiling. Be ready before the customer stops. Smile. Stand. Guide customers towards you using BIG motions. Make eye contact

Greeting → Ice Breaker → First Question → Second Question → Third Question → Close

1. ***Greeting*** - The first and foremost important aspect to making any sale is to have a polite and proper greeting. This reaffirms the customer that they are in a friendly and safe environment, making them more willing and trusting in your sales pitch. **There are only three acceptable greetings.**

   > **Option 1:** *"Good morning/afternoon!"*
   >
   > **Option 2:** *"Welcome to* **[Your Wash Name]***!"*
   >
   > **Option 3:** *"Good morning/afternoon and welcome to* **[Your Wash Name]***!"*

2. ***Ice breaker*** - Yes or no rhetorical questions relevant to the car wash are best used here. This gives the customer the feeling you are a person, not a selling robot just trying to inch every dollar of sales out of them. This yes or no question is best if used immediately after your introduction before allowing the customer to speak.

   > **Option 1:** *"Have you washed with us before?"*
   >
   > **Option 2:** *"Have you picked up one of our memberships yet?"*
   >
   > **Option 3:** *"Getting it all shined up today?"*

3. ***First Question*** - This first question is best if you immediately ask it after your initial yes or no ice breaker. Start from the top of the menu. Always! This is still true even if they have already told you a different wash option. This shows you are in charge of the conversation.

   OPTION 1 SCRIPT:

   CASHIER:
   "Did you NEED Graphene Protectant today?!"

   CUSTOMER:
   "Yes"

CASHIER:
"Okay great! **[$Top Package Price]** *please! Have a wonderful day/afternoon/ weekend!!"*

→ *If "no" from the customer move on to the second question*

OPTION 2 SCRIPT:

CASHIER:
"Did you NEED the Dual Presoak today?!"

CUSTOMER:
"Yes"

CASHIER:
"Okay great! **[$Top Package Price]** *please! Have a wonderful day/afternoon/ weekend!!"*

→ *If "no" from the customer move on to the second question*

4 ***Second question*** - No matter what the customer has said previously, always ask a second question.

OPTION 1 SCRIPT:

CASHIER:
"Did you NEED the Ceramic Shield today?!"

CUSTOMER:
"Yes"

CASHIER:
"Okay great, **[$Second Package Price]** *please"*

→ *If "no" from the customer move on to the third question*

OPTION 2 SCRIPT:

CASHIER:
"Did you NEED the Rain Guard today?!"

CUSTOMER:
"Yes"

CASHIER:
"Okay great! **[$Second Package Price]** *please!"*

→ *If "no" from the customer move on to the third question*

5 ***Third question*** - Be overly polite, urgent and most importantly CONFIDENT at this step.

SCRIPT:

CASHIER:
"Okay, sure no problem, you did NEED the Barrier Wax though, right? This extra layer gives your vehicle a more glossy and shiny finish! It also includes our high pressure rinse to help remove the excess mud from the sides of your vehicle. This package is only **[$Third Package Price]** *and is the most common wash."*

CUSTOMER:
"Yes"

CASHIER:
"Okay great! **[$Third Package Price]** *please" "Have a wonderful day/afternoon/ weekend!!"*

→ *If "no" from the customer, by now the customer will have already told you the Base package for sure. Just be polite and ensure you give them a smooth and convenient transaction.*

03 Specific Hints & Sales Tips

✓ Be short and concise when asking questions.

✓ If the customer does not immediately give a "yes" or "no" after your question, explain the product you have asked them about. Ex. *"Graphene is a superior protective layer that repels water, dirt, and UV rays. It's the best product that we offer and the best product on the market."*

✓ Be in charge of the conversation - Talk more than the customer

✓ Use body language to show urgency in finishing the transaction in a timely manner.

✓ Do not ask open-ended questions like "how are you?"

✓ "Try" and "want" are not in your vocabulary

✓ Ask the questions regardless of what the customer comes up and says or hands you

✓ Stand out from the crowd use words like **fantastic, wonderful, beautiful, extraordinary, amazing,** etc when talking with customers

✓ It is easier to let the customer talk us down the menu as opposed to "upselling" a customer. We are not here to upsell but rather here to figure out what they need for their wash today and be an informative and helpful navigator of our services

✓ **A closed mouth does not get fed.** Ask each and every customer every single time regardless of what the customer says and increased sales will follow

✓ Good sales team members will dress the part. Good hygiene. Good grooming. A clean, well kept uniform drastically helps

04 *Membership Sales Guidelines*

One aspect that is vital to making a sale is knowing your customer base. Maintaining relationships with your regular customers will generate more revenue for the business and put more money in your pocket, therefore it is imperative that you recognize who your regulars are, and how you can provide them with value- memberships are how you can provide that value. Membership sales are the backbone to a great car wash. **Memberships create a win/win/win opportunity for the customer, the business, and the team member who sells it.**

Customers with a membership tend to complain less, have less claims, promote our brand more, and generally be easier going. Memberships are also a huge value to someone who wants to come in more than twice a month. The more the customer washes the more they save. **For the business,** this auto recharge helps us to bring in revenue even during those rainy or bad weather days and months, allowing us to stay open and team members to still receive some hours. **For team members,** a healthy uncapped commission for each membership sold is paid out.

05 Selling Guidelines & Scripts

[Top Membership Name] [$Price] per Month

OPTION 1:

CASHIER:
"Good morning/afternoon and welcome to **[Your Wash Name]***! Getting it all shined up today?* **(Pause and let the customer say something here)** *Have you signed up for one of our unlimited memberships yet? Right now we are offering our* **[Top Membership Name]** *Unlimited which includes our new Graphene Protection. After only 2 washes a month you start to save a significant amount of money and are washing for free."*

OPTION 2 (AFTER RETAIL WASH IS ALREADY SOLD BUT NO MONEY TAKEN YET):

CASHIER:
"Oh yeah! Almost forgot, we are offering our **[Top Membership Name]** *membership right now which offers unlimited washes for your vehicle. It will only be a difference of* **[$Price Difference]** *and you will have unlimited* **[Top Membership Name]** *washes for your vehicle!* **(Hold out your hand for payment)** *That will be* **[$Top Membership Price]** *today, thank you!"*

■■■□ [Second Membership Name] [$Price] per Month

OPTION 1:

CASHIER:
"Good morning/afternoon and welcome to **[Your Wash Name]***! Getting it all shined up today?* (Pause and let the customer say something here) *Have you signed up for one of our unlimited memberships yet? Right now we are offering our* **[Second Membership Name]** *Unlimited which includes Tire Shine and Ceramic Shield. After only 3 washes a month you start to save a significant amount of money and are washing for free."*

OPTION 2 (AFTER RETAIL WASH IS ALREADY SOLD BUT NO MONEY TAKEN YET):

CASHIER:
"Oh yeah! Almost forgot, we are offering our **[Second Membership Name]** *membership right now which offers unlimited washes for your vehicle. It will only be a difference of* **[$Price Difference]** *and you will have unlimited* **[Second Membership Name]** *washes for your vehicle!* (Hold out your hand for payment) *That will be* **[$Second Membership Price]** *today, thank you!"*

■■□□ [Third Membership Name] [$Price] per Month

OPTION 1:

CASHIER:
"Good morning/afternoon and welcome to **[Your Wash Name]***! Getting it all shined up today?* (Pause and let the customer say something here) *Have you signed up for one of our unlimited memberships yet? Right now we are offering our* **[Third Membership Name]** *Unlimited which includes Barrier Wax, Underbody, and high pressure rinse. After only 2 washes a month you start to save a significant amount of money and are washing for free."*

OPTION 2 (AFTER RETAIL WASH IS ALREADY SOLD BUT NO MONEY TAKEN YET):

CASHIER:
"Oh yeah! Almost forgot, we are offering our **[Third Membership Name]** *membership right now which offers unlimited washes for your vehicle. It will only be a difference of* **[$Price Difference]** *and you will have unlimited* **[Third Membership Name]** *washes for your vehicle!* (Hold out your hand for payment) *That will be* **[$Third Membership Price]** *today, thank you!"*

■□□□ [Base Membership Name] [$Price] per Month

OPTION 1:

CASHIER:
"Good morning/afternoon and welcome to **[Your Wash Name]***! Getting it all shined up today?* **(Pause and let the customer say something here)** *Have you signed up for one of our unlimited memberships yet? Right now we are offering our* **[Base Membership Name]** *Unlimited which includes Triple Foam Polish. After only 3 washes a month you start to save a significant amount of money and are washing for free."*

OPTION 2 (AFTER RETAIL WASH IS ALREADY SOLD BUT NO MONEY TAKEN YET):

CASHIER:
"Oh yeah! Almost forgot, we are offering our **[Base Membership Name]** *membership right now which offers unlimited washes for your vehicle. It will only be a difference of* **[$Price Difference]** *and you will have unlimited* **[Base Membership Name]** *washes for your vehicle!* **(Hold out your hand for payment)** *That will be* **[$Base Membership Price]** *today, thank you!"*

06 Specific Hints & Sales Tips

The same tips under the retail sales really apply here too. Whether you are selling retail car washes, membership plans, gym memberships, used cars, the concept is the same. **Have conviction for what you are selling.** When your body language, tone, Wording, appearance and general excitement are present, it is hard for customers not to move in the direction you are speaking about.

- Talk about the value constantly when speaking about memberships
- Speak about ease of use. Not thinking about bringing a credit card or cash with them.
- Speak about the weather and how it is ever changing and with a membership they can come whenever they want.
- Speak on multiple locations to use it at. **[Number]** currently with more coming!
- Speak on the care it gives their vehicle. We are in the dusty, dry south.

MEMBERSHIP REMINDERS:

- Membership clubs are **per vehicle only**- You can have multiple vehicles on one account, **but each vehicle is charged monthly**
- **Membership clubs function as a subscription service- Autocharges monthly, recurring from their date of sign up or renewal**

Signature: _____