



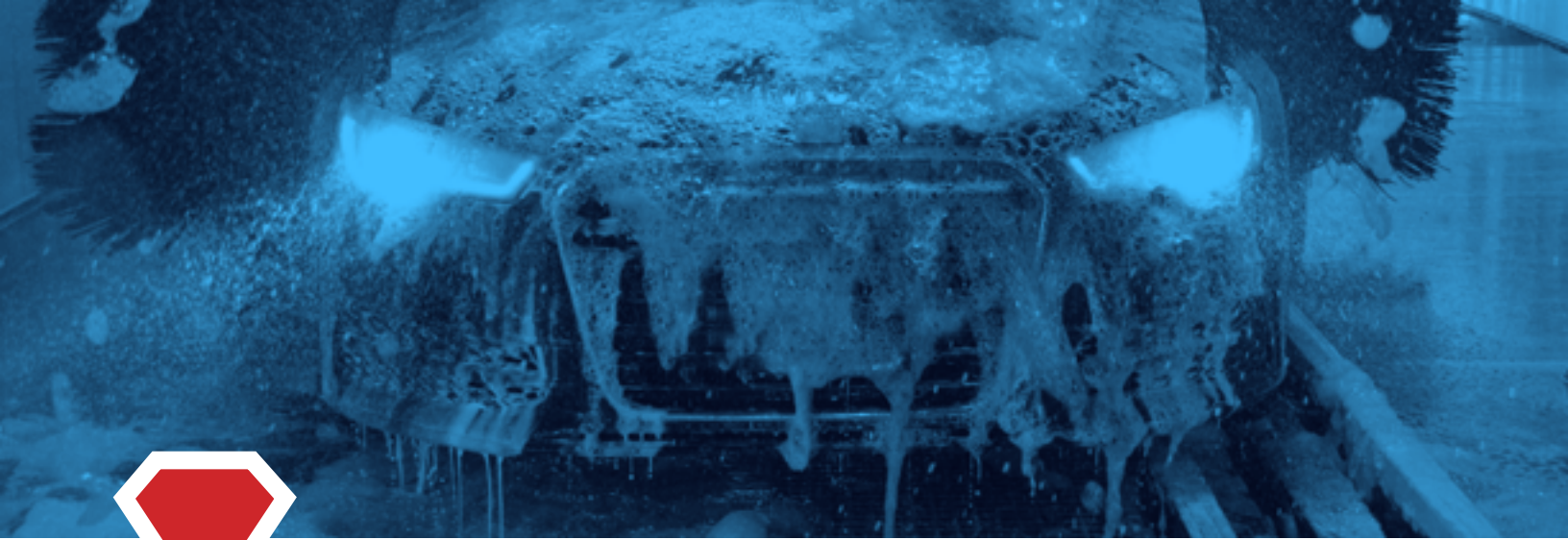
Diamond Shine®

How to Boost Your Ticket Average in Three Steps FLAT!

A Quick Guide By Ryan Cook & Heath Pomerantz

Download the guide at:
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PHONE
440.585.1100



Car count is important - but don't forget about ticket average

Nearly every operator is anxious to tell you their wash count. Eager to let you know how many cars they processed last year, last month, or yesterday. In my travels, I have seen sites washing over 300,000 vehicles, and the number leaves me in awe every time.

My early days in car washing were in a full-service and full-detail location where we were thrilled with 300 cars per day averages. Moreover, it may very well be those early days at the full serve that cause me to gravitate to the follow-up question... **“but what's your ticket average?”** We were never going to wash 300,000 cars at either of our three full-serve locations, but we averaged well over \$20 per car, and that was before we factored in our detailing.

Car counts are certainly important at any car wash whether it be an In-Bay Automatic or Express Tunnel, but ticket average should be a focus of every operator as well.





Hook THEN boost

In today's car washing market we push the "\$3 Car Wash" and "Free Vacuums" to get customers to pull off the road and into your wash.

The reality is, the \$3 wash was only supposed to be the hook, the flashing neon light to grab the potential customer's attention and give you the opportunity to show them all the other services you could provide resulting in the best possible car wash experience.

Instead, sometimes we let them buy that \$3 wash without educating the customer of the other options either through proper package structure, qualified and knowledgeable employees, or perceived value during the wash process.

It is those three techniques that deserve the most attention and are often the most neglected at many washes across the country.





Top three ways to instantly boost ticket average

1. Employee training



2. Proper Package Structure



3. Perceived Value





Employee Training

There are many excellent point of sales offered today, capable of all sorts of incredible things from upselling features to running specials and offering monthly wash packages. I highly encourage every wash to explore these point of sales, but it should not be utilized as a sole replacement for a member of your staff greeting each customer.



Train your employees to smile, welcome the customer to your wash, ask them what wash package they are interested in, and follow up every answer that isn't, "the top wash," with a function optioned on the top wash.

For example, "Would you like tire shine" or "Would you like Flash Wax."

The proper training and presentation by your employee will not feel like a "hard sale" or pressuring the customer but instead, display a knowledge of the products you are offering the customer and ensuring they get the best possible value for their money.

Customer service should be considered a part of the training for all your employees. Informing the customer of a better value and better wash packages should not be left to the menu to convey. Often, the menu alone does not send the message you think it does. In fact, sometimes it is the exact opposite, and that should be the next focal point at your car wash.



Proper Package Structure

We have seen all styles and concepts on car wash menus from “check marks” to full paragraphs describing each wash package. Often, it is the simplest menus with the proper pricing structure and clearly explained package structure that has the higher associated ticket average.

Our marketing department utilizes color schemes associated with each wash package throughout the wash experience. The top wash is the largest displayed on your menu. We use the product names and logos on the higher wash packages. Creating brand recognition for your customers when your employee asks “do you want Flash Wax,” he can point to the menu and the logo for “Flash Wax” on the top wash. The customer begins to recognize the term and product name and in contrast the “basic” wash which will not have any branded product names. It will not have terms recognized by your customer such as “wheel cleaning,” “tire shine,” “wax,” “triple foam,” or “protectant.”

How you structure your wash packages is just as important as using these buzz words. There needs to be perceived and real value from one wash package to the next. Whether you have structured your menu pricing in increments of \$2 or \$5, you must be able to justify that dollar amount to your customer. Is triple foam alone worth \$5 to a customer? Market examples say a high-end wax alone is worth a \$3-\$5 “buy up.”

Make sure you accurately value each function and package based on the perceived and real value to your customer.



**SIMPLE
+
CLEAR
=
HIGHER
TICKET
AVERAGE**



Perceived Value

Perceived value is the most important and often overlooked aspect of every wash. You can have a perfect menu with perfect wash package configuration, the best employees with the best smile capable of getting every customer to buy up, but if the wash falls short on “show”, value and performance that customer will not see the value in the extra hard earned money.



If you are pushing tire shine, those tires better pop, the red LED light on the lava arch better be **BRIGHT RED**, and the wax better make the surface of the car reflect the customer's smile. Now is not the time to be cheap! Give your customer the show of a lifetime with lights, foam, and shine. Use the colors on the menu for the wash package as the colors throughout the wash. Light up the dryer room in red to give the feeling of heat. Use blue on your spot free rinse and use all the color you can during the triple foam. Make your lava arch a full wall of foam and if you do not have a lava arch then consider adding one. It's crucial to implement proper equipment to deliver the upgrades being offered.

Most importantly, make sure there is a difference between the top wash and the bottom wash. The customer should see that they get more when they pay more. They should see a difference at the vacuum stalls between their \$3 wash and the \$20 wash parked next to them. Perceived value is the key to every wash increasing their ticket average.



Conclusion

There are few washes across the country capable of 300,000 cars per year. A site like that is flat out a home run at just about any ticket average. For the rest of us, boosting ticket average can be the difference between success and failure or turning your wash into a homerun. At the end of the day, we open our wash to make money and if we had the choice between washing 1 million \$1 cars or 1 car for \$1 million we would be perfectly happy with the latter.

