

" for all your car cleaning needs " 131 546

Out'n>About

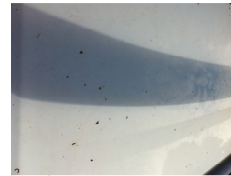


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Issue #18 February 2011



I Love a Good Challenge BUT Concrete ?

Good News !! Somebody already worked out how to clean this

I had a call from a builder recently and he asked me what it cost to clean 'just the outside' of a Hilux Utility and a Land Cruiser.

The circumstances fired up my radar, A builder, Why just the outside ?, What's been spilt on the vehicles ?

The answer – concrete.

Because the job was in Lea's territory I asked her to take a look but not before I sent out a message to Jim's Car Cleaners around Australia to get the *good oil* on how to tackle this.

Armed with a product specifically designed to soften concrete she spent 90 minutes on the job and moved about half the concrete splashes.

So now I felt guilty. I'd taken the job and she had the hard work, which is why we both arrived at the clients' house at 8.30 on Australia Day, with a second product and a will to succeed.

It may have been un-Australian to work on Australia Day but we removed all the concrete, off both vehicles, and left them gleaming. It's **Win:Win:Win**

Welcome!

To the latest edition of the *Out'n>About* Newsletter.

Things have settled back into the routine of being a Jim this month. Customers all seem to be back from visiting relatives and holidays are mostly over.

I have a customer in the 'Hills' who I had never actually met, even though I have been detailing his car for nearly a year and he was 'six pack of boutique beer excited' to meet his Jim. It's great to meet customers that really appreciate the job you do.

One of the upcoming events in February is the Cleaning Group AGM, to be held in Perth this year. This gives Franchisors the opportunity to get together and to solve the problems of the world.

As a Jim, we may be in business for ourselves but we have a tremendous network of support and knowledge and we always have space for one more. **Time for a change ?**

See you *Out'n>About* ..

Allan Fox

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Trust in the System

It will take care of you

I’m beginning to believe that one of the most important characteristics that a Jim must have is to have trust in the system and faith that it will look after you.

Let me explain why I reach this conclusion, by describing some of the events of the past week.

- Having finished my first job I was driving to the second when job #3 rescheduled. At job #2 the neighbour came out and asked me if I had time to clean 2 more cars.
- I was on the way to Chidlow [countryside], with time to spare, when I get a lead for Chidlow.
- A franchisee tells me they have just had a cancellation. My very next call is a client asking if there’s any chance of getting their car cleaned today ?
- I had 4 calls in one day that were referrals from existing clients.

Learning #44 – Balancing Regulars

This is my take on the situation;

- Regular clients underpin your business and ensure that you have steady income
- BUT a full schedule of regulars can limit your earning capacity



**Just me and my van .. couldn't be happier ..
24/7 advertising for my business ..**

Very often, one size does not fit all ...

Customers love to ask seemingly simple questions like, what do you use for cleaning windows ? What do you use to polish the car ?

**The next meeting is on
February 14th @ 8am.**

**Address: Fudo, 22
Truganina Road, Malaga.**

See you there.

And of course they don't realize that the answer is never going to be as simple as 'Acme Polish'.

- I carry 3 different window cleaners
- I have 5 different cutting compounds and 3 different polishes
- I use 2 different detergents
- I have 6 different microfibre cloths

- I use 3 different products for deodorizing
- I have 2 different sponges in my wash bucket
- And there are 5 different heads that attach to my vacuum

All of this, combined with Jim's *knowhow*, gives me the tools to detail any vehicle.

How's 2011 treating you ?

If you are tired of the same routine every day, hate being in an office, dream of being your own boss, then call me to talk about joining Jim's Car Cleaning 0407 086 470

Don't delay .. call today .. take the leap .. be your own boss ..