

# “turning passion into profits” 131 546



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## The WA Paint Protection Team Plus Sean .. train them young I say ..

### Living Social Coupon Deal

The advent of daily deals and coupons has spawned a bunch of web sites all competing for the consumer dollar.

Now the key to a good deal is one that structures the benefits for both the client and for the supplier, i.e. me. It's my view that too many companies simply give away huge discounts, which ultimately cheapen their brand.

Earlier this month **Jim's Car Cleaning** ran a 5 day national campaign which offered a Mini Detail for \$49 [rrp \$75] plus a \$100 discount off a Paint Protection Service [rrp \$449].

After 5 days on offer the deal closed having sold 832 Australia wide, which has to be an excellent result.

Whilst the mini detail will introduce new customers, the real bonus for Franchisees is the promotion of Paint Protection services, which ironically meant that here in WA we actually all had to learn those skills

This is why the team came together to test out different products, learn application techniques and to generally enjoy the company of fellow Franchisees. **A good time had by all.**

### Welcome!

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

This month has been absolutely hectic, with Adam hitting the road for the first time, with a special training session for all franchisees, with the weather being erratic [hail in September ?] and with an avalanche of leads coming from every suburb and location imaginable.

**But if that's the full extend of my problems this month .. I reckon that I'm a lucky man.**

The GFC continues to bounce around the world and on a daily basis we hear about debt crisis, credit downgrades, and strikes. But here in WA we have a strong economy, with a \$1.4bn surplus announced just last week.

Now is the time to take control of your own life and Jim's Car Cleaning Franchise is the way to achieve this.

**Call me on 0407086470 for an Information Pack.**

See you *Out'n'About* ..

**Allan Fox**

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## You have to “Go With the Flow” ..

I have reached the conclusion that one of the key attributes that a Franchisee needs is the ability to “go with the flow”.

I say this because we work in an industry where the *best laid plans* don’t always work as we expect them to.

For example, I had a job cancel with 2 hours notice, so I went for a coffee instead.

Whilst I was sitting in the café I was approached by someone who had seen my van in the car park and asked if I would quote a detail for them.

The quote for the job was \$500 and it was accepted on the spot.

If I’d been cleaning a car at the time I would not have been there !!

## ‘Compliance’ is alive and well ..

‘Compliance’ is the in-house department that monitor [amongst other things] client complaints.

I had an email this month re: a Franchisee who had received 2 complaints in a 6 month period.

I responded that by reviewing the ‘notes’ facility it could be seen that the Franchisee was not in fact in error.

**Moral of this story** is to ensure that you use ‘notes’ to record events.



Welcome to Adam - Jim’s Car Cleaning Midland

## When I was 15 I cleaned taxis on Sunday mornings

So it really did feel as though the wheel had turned 360 degrees this week when I found myself detailing a taxi.

Let me back track a bit.

Last week I received a



lead that said “**100 Taxis need detailing, call Ted**”

I called Ted [not really expecting a 100 taxi detailing job] and it turns out that whilst drivers are expected to wash their own vehicles, the standards can slip a bit with drivers who rent the taxis per shift.

When this happens Ted steps in and arranges for the vehicle to be detailed.

**Which is where we fit in the picture.**

Funny thing, I had always discounted Taxis as potential business because drivers cleaned their own cars.

How wrong can one be ?

### A Word of Thanks

Hi Lea

Thanks for cleaning my car today. So very much appreciated.

Having a clean car is such a lovely treat.

Have a great week.

Susan

## As Busy as a Jim

Earn what you want – work when you want – enjoy your life ..

Call me to talk about joining Jim’s Car Cleaning 0407 086 470, and you too can be as busy as a Jim ..

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