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**Detail King**

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### **Marketing Your Auto Detailing Business & Hands-On Training Clinic**

Pittsburgh, PA. – September 12, 2007 - Presented by: Nick Vacco, President of Detail King, & Jason McBride, President of Bling Bling Detail King of Orange County California.

When: September 22nd-23rd - Pittsburgh (Saturday & Sunday) 8:15AM - 4:30PM

Where: Pittsburgh, Pennsylvania - Day one will be at the Holiday Inn - Monroeville PA, 2 minutes from PA Turnpike I76. (2nd day at our training center, transportation provided if needed)

Cost: Only \$299 per person for Both Days! Only 30 Registrants will be accepted - register early! Price includes Coffee, Tea, Donuts and a Buffet Lunch with refreshments both days.

Who Should Attend: Future Auto Detailing Business Entrepreneurs and Current Business Owners, Managers and Sales Personnel. This course is for both Mobile & Fixed-Location Operators. If you are in the Auto Detailing Business or are thinking about starting your own business - Part Time or Full Time, You Should Not Miss this Educational Training Event! Car Wash owners and operators are also urged to attend if you are thinking about adding auto detailing or express detailing to your operation.

Current business owners will be able to Re-Establish their business presence with a Proven Marketing Plan and Increase Sales and Profits while being able to "Try-Out" the latest Professional Auto Detailing Equipment, Detailing Procedures, Products, and Supplies. Future Entrepreneurs This Is Your Chance to Get Educated in this Lucrative Business and to learn from some of the very best in this business. This will prepare you to Start the Right Way and Avoid Costly Mistakes and pave the road to

an independent and profitable entrepreneurial future. Get a jump on your competition in 2007 and learn how to prospect with result! Remember to ask about our new Platinum Authorized Distributor Program which now includes Custom Website development and hosting on the Detailking.com website!!

**Day 1: Marketing Your Auto Detailing Business**  
You Will:

1. Learn how to Develop an Effective Marketing Plan to Obtain Customers
2. Learn how to Develop a Service Menu and Strategically Price your Services
3. Learn how to "Close" Customers Without Dropping Your Prices
4. Learn how to Up-Sell Customers and Increase Your Gross Profit
5. Learn how to Develop and Harvest Market Niches
6. Discover New Ways of Finding Customers
7. Find out about Estimate Format Pricing
8. Learn effective over the Phone Selling & Closing Skills
9. Learn how to Offer Profitable, Easy To Install Accessories
10. Distinguish Yourself and Command High Profits!

**Day 2: Professional Hands-On Auto Detailing Training Clinic**

This will be a very unique opportunity to actually see how to professionally and proficiently detail a car. You will actually work "hands-on" with the trainers as they physically perform the correct detailing procedures and methods. You will have the use of the pressure washers, buffers, polishers, extractors, detail supplies and Detail King "Professional Line of Auto Detailing Products."

Exterior Detail Steps including: Engine compartment cleaning and dressing, prep and wash-up procedure, wheel and tire cleaning, tar, bug and road grime removal, door jamb degreasing and polishing, determining the type of vehicle paint, clay application paint correction method, pad and polish selection, buffing & waxing procedures, tires and trim dressing method, brush touch up, glass acid rain removal, final touches and inspection.

We will also show how to Dye Carpets, Repair Paint Chips, Remove Acid Rain From Glass and Remove Odors with Ozone!!!

Interior Detail Steps including: Proper use of vacuum and air gun for air purging interior, headliner cleaning, upholstery and carpet stain removal, hot water extractor procedure, door panel cleaning, leather seat cleaning and preservation methods, dash board and console cleaning and detailing, dressing of all interior components, window, mirror and gauge cleaning methods, final touches, carpet dyeing, and final touches.

Don't miss this Excellent Opportunity to obtain more knowledge to Increase Your Market Share. A new year is here, have the edge on your competitors to prosper even more and make 2007 your best year ever!

To register for our 2 Day Marketing Training and Hands-On Training Clinic you can contact me direct at 1-888-827-2757, or you can email me at [JasonF@DetailKing.com](mailto:JasonF@DetailKing.com) with questions.