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Marketing Your Business & Selling Detailing Services During The Winter

Pittsburgh, PA. – February 09, 2007 - If you operate your mobile detailing business or own a car detailing shop in a climate that is not very favorable in the Winter months, (North East) you need to have a game plan to generate revenue during those months.

As a business owner it is critical that you constantly educate your customers about the importance of cosmetic maintenance for their vehicle. Educating them will build credibility with them and they will view you as an expert and you will be rewarded with repeat business and many referrals. Of course besides the education you need to perform superior work and customer service.

Preparing your detailing business for the cold winter months actually starts during the summer season especially with new customers and prospects. You should consider offering cosmetic maintenance services for your customers all year-round, especially after their initial detail or new car protection package application. These services are also known as Express Detailing services. Many of you are only concerned with the initial sale and really do not have a plan to keep your customers "engaged" with your business and services after the sale or first appointment.

There are many ways to keep your customers coming back for additional detailing services and generating reoccurring revenue for your detailing business. First lets discuss the basic ways to promote and market your auto detailing business. Your detail business should have a professional web site built, maintained and constantly updated with new services, special seasonal services, latest news about your business, pictures of cars you have detailed and informational articles about

cosmetic vehicle maintenance.

Be sure you are getting your customer's email addresses and asking their permission to put them on your direct emailing list. Email them periodically with specials that your auto detailing business is having and tips about keeping their car looking and smelling good year-round. You should also schedule to email reminders when their car is due for detailing services again. Keep your name in front of them throughout the year. In your email, make it easy for them to respond to you to arrange for an appointment to have their car washed or an express detailing service done. Always mention your web site and have a live link in the body of your direct email to take them directly to your web site.

Keeping your customer "engaged" in your business will result in repeat business and referrals. This is how successful businesses are developed and thrive. Communication is the key here, so make it easy for your customers to communicate with you and know what is going on with your business. It's not a bad idea to actually have a Blog on your web site. Encourage your customers to visit your web site and post on your Blog after they have their car detailed by you. Testimonials Rule!!! Take digital pictures of the cars you have detailed and show off your work on your web site. This is a good way for prospects to see some of the work you have done.

A few other ways to promote your detailing business is to join your local Chamber Of Commerce and even a Networking Club. Especially for new auto detailing and mobile car detailing businesses, this is a quick way to get your name around to other business owners and professionals. Before you know it you have more business than you know what to do with, and that is a good problem to have.

So now you have a professional web site up, you have an email database of past customers and possible prospects, you have joined the organizations mentioned above and your committed to provide superior work, so what's next? Well, you need to offer services that can bring the customer back to your shop or bring you back to their home or office. You must tell them about these services you offer when you initially obtain their business so they can see the value that your detailing business can provide for them year-round. Then keep in touch through emails and an occasional phone call.

Some of the Express Detailing Services or Cosmetic Maintenance Services you may want to provide are: Hand Car Washes, Wash & Express Wax, Underbody Pressure Washing (to remove salt), Ozone Freshen Up Services, Windshield Rain Protectant, Express Carpet Shampooing, Interior Spruce Ups, Glass Repair, and whatever you can think of that would provide a benefit to your customer and their vehicle. Wash & Express Waxes are great for the winter. You are applying a coat of protection during the rinse. This service enhances the shine, and helps maintains the protection. It is quick & easy and brings in nice easy revenues for you.

Don't forget about the new cars that are on the road. They don't need detailed just yet but they need protected!! You can offer these car owners a polymer paint sealant, fabric protection for their carpets and upholstered seats, or leather preservation. The car dealer may have offered it to them also but usually the car dealer wants upward of \$400 - \$1000 for this service and it is not usually done very well. You need to get to the new car purchaser. You may have to work a deal with the top sales people at new car dealerships so that they will send you these car owners to have their car protected. Of course you will need to reward the salesperson for that lead he or she provided. Your price should be considerably less than the dealer and you will provide a much better job. You can even buy lists of new car owners in your town through list companies. Get to these people while their car is still new, at least within 60 days of delivery.

In summary don't lie down, roll over and play dead during these frigid times. Get out and knock on doors, hand out business cards, call and email past customers, have a professional web site built, and keep your customers "engaged" in your auto detailing business. If you have questions about this article don't hesitate to contact me direct. Thanks and have a great Winter season!

Detail King Offers many products for Express Services and New Car Protection Packages and we have the knowledge to help you succeed, so call or email us for more information.

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