



10/25/2007

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Increase Business Year Round - By Skipp Phipps

CA. – October 25, 2007 - Adding services to a detail business is the key to increasing business year round!

Every business has goals of consistently growing, developing a loyal customer base and getting better at what they do.

Adding-on services will grow your business and increase each invoice you write.

If you're averaging 150 dollars a ticket now, that can grow to an average of 200 or more tapping your existing customers. If the add-on service is specialized and can be done quickly, that also allows you to generate more money per hour than your current detail services you are offering. This is important, because you don't want to take your labor away from what they are already contributing during the day.

Expanding your services will also expand your client base.

By adding something to your menu of services, you will have customers come to you that might not have been a previous customer. Then of course, while they are there, you may be able to up-sell them to some of your detail services. Expanding your customer base also allows for greater referrals. Perhaps that individual customer didn't go for an additional service but perhaps he knows someone who will.

Add-on services can also generate a more loyal customer base.

Your customers already trust you and have built a relationship where they know their expectations will be exceeded. If they need a service done that you didn't offer and they went to someone else, that gives someone else a chance to earn that trust and possibly take your client. Obviously you want your customers coming to you for all of their auto appearance needs first.

Last but not least is consistency.

No doubt you have experienced rises and falls in business. By becoming more versatile, you will find more consistency throughout the year. Being more consistent can also have positive effects other than just cash flow. It can also help you keep and maintain your labor by not losing them during those slow periods.

Adding services is not a new business concept; however it has been proven that adding a service that is specialized will help grow your business.

I hope you find the information here informative and can help you in making decisions to reach your particular goals and continued success.

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