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Detail in Progress

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Take your detailing business to the next level with "Ideas For Success" by Prentice St. Clair

San Diego, CA-February 27, 2007. Detail in Progress, Inc. is pleased to present Ideas for Success: Great Information for Detailers, which is a collection of 100 automotive detailing related articles previously published in the automotive detailing industry's leading magazines. They are all written by Prentice St. Clair, considered to be one the detailing industry's most prolific writers, with more than 200 published articles, 11 training videos, and 12 training manuals.

The articles are organized by topic for easy reference. Virtually any issue arising in your detailing operation is covered by one or more article, ready to provide solutions at your fingertips. It would take you months to collect all of these articles, much less organize them!

Topics included: detailing "how-to" basics; advanced techniques; shop layout; customer care; pricing and packaging; equipment and chemicals; marketing, advertising, and sales; business management; adding new services for more profit; insurance; employee issues.

Here is an abbreviated table of contents

Step 1: Take a Professional Approach

- What is Detailing, Anyway?
- What does the Professional Detailer do, Anyway?

- The Detailer as a Business Professional
- Detailing in the New Millennium
- Supplying an Automotive Detailing Business
- Insurance for Detailers
- Fixed versus Mobile Detailing
- Mobile Detailing "Rules of the Road"
- Personal Comfort and Safety
- Shop Layout
- Dealing with Water Runoff
- Financial Fitness Checkup

Step 2: Obtain Training and Education

- Detail Training and Education
- Continuing Education for Detailers
- Detailing Certification

Step 3: Obtain Proper Equipment and Chemicals

- Chemicals for Automotive Detailing
- Selecting the Proper Chemical
- Detailing Chemicals for Paint
- Spray Waxes
- Equipment for Detailing
- Detailing Equipment at a Fixed or Mobile Operation
- Detailing Trailers
- Polishers, Buffers, and Pads
- Ergonomic, Safety, and Personal Comfort Equipment
- Special Tools for Detailing

Step 4: Design and Implement Systematic Procedures

- Detailing Basics: Engine Compartment
- Detailing Basics: The Prep Wash
- Detailing Basics: The Interior Detail
- Interior Detailing Process
- Seat Detailing and Carpet Care
- Leather and Vinyl Care and repair
- Removing Seats for Heavy Interior Detailing
- Deodorization

Detailing Basics: The Exterior Detail

Auto Laundry News series on paint rejuvenation:

- Part 1: Introduction to the Elements of Paint Rejuvenation
- Part 2: Paint Technology Basics
- Part 3: The Customer's Requirements & Vehicle Condition
- Part 4: Common Paint Problems
- Part 5: Chemicals for Paint Rejuvenation
- Part 6: Equipment for Paint Rejuvenation
- Part 7: Combining the Elements
- Using Detailer's Clay
- Working with Modern Paint Systems: Clearcoat and Conventional
- Paint Reconditioning and perfecting
- High-speed Polishing,
- Removing and Avoiding Swirl Marks and Scratches
- Paint Sealants
- Summer Vehicle Protection
- Convertible Top Care
- Detailing Tips and Tricks
- Detailing the Details
- Window Cleaning
- Window Tint Removal
- Detailing Flooded Cars
- Common Detailing Challenges

Step 5: Design and Implement Pricing and Packaging

- How to Price and Package Detail Services

Step 6: Create a Marketing Strategy

- Marketing and Advertising
- Increasing Profits
- Unusual Detailing Opportunities
- Seasonal Detailing
- Detailing Oversize Vehicles
- Offering Multiple Exterior Detailing Options
- New Vehicle Protection Packages
- Providing Extra Services
- Becoming an Automotive Reconditioning Specialist
- Interior Repair

Step 7: Focus on the Customer

- First Things First: The Customer Interview and Vehicle Inspection
- Determining Customer Expectations and Requirements
- Customer Retention

Special Section: Detailing at a Carwash Facility

- Adding Full-service Detailing to a Carwash Facility
- Profile: Full-service Detailing Success Story
- Making Express Detailing Work