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**Attention to Details**

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**Detailing Training Frequently Asked Questions**

November 8, 2007 – Boise, ID. – We wanted to share with you some typical questions that we receive from people looking into training. The questions have been paraphrased from the many, similar type questions that come through our email in-boxes and on the phone. As a training company, Attention To Details is always looking for ways to make our training the best value for our clients. We listen to our clients and to those shopping for training. We hope that this group of frequently asked questions will be helpful to you.

“I am just getting started in this business and I feel pretty confident about my skills. Why do I need training?”

**Attention To Details:** Confidence is a great thing, and combined with experience it is a powerful force. Professional training will provide you with skills and experience that may take you a long time to obtain on your own and possibly, only through trial and (costly) error. Investment in training is an investment in your most important asset... you!

“My friends are skeptical about my desire to get trained. They all tell me that “anyone can wash a car.” I’m starting to wonder if they are right?”

**Attention To Details:** Our answer is simple. Are your friends professional detailers? Think about it, if you were the customer and you owned an \$80,000 sports car that needed a paint job, would you trust an auto body repair person who learned how to paint because “anyone can paint”? The paint finishes and interiors of modern cars and trucks require knowledge and skills to maintain or restore. It’s a safe bet that most of us were not born with that knowledge and those skills. Great technicians are trained, not born.

“How can I tell which training courses or companies have the best training?”

**Attention To Details:** Part of the answer is in your definition of “best”. For some people, best is described as cheapest and quickest. For many others, it is described as the most value for their dollar. You should look for training that offers value now and for the long term. Some companies cater to larger, group types of training while other companies provide one-on-one instructors and personalized instruction. Much depends on your preference for personal instruction and long term value.

“I was told that I don’t need to learn about high-speed buffing or special paint correction methods because it is too much work and body shops take care of those types of paint problems, not detailers. Is this true?”

**Attention To Details:** Some of the finest detailers are also the finest paint correction experts, not auto body people. The reason for this is simple. An expert detailer will spend thousands of hours polishing and correcting paint defects and flaws. Most body shop technicians spend most of their time removing dents, sanding flaws and preparing vehicles for new paint. An expert detailer who has

learned how to use a quality, high-speed buffer with the right selection and grades of pads, polishes and compounds, is the professional that the smart consumer turns to for paint correction and defect removal. It is also the process that will allow you to correct paint problems and provide a service that can mean additional income to you.

“I have been detailing cars for about six months and I never had any formal training in business. I feel like I am stuck in low gear and want to take my business to a higher level and gain new customers. Is there any training that combines serious, business skills with the technical skills needed to help me grow my business?”

**Attention To Details:** It is not uncommon for any small business owner to reach a near-term slump in their business. The excitement of the first six months of a new business coupled with friends and family cheering you on or providing work for you quickly fades away. The next six months or one year is where the business skill, experience and knowledge “rubber meets the road”. The good news is... yes, there is in depth business training available based on many years of detailing business success. Notice the emphasis on detailing. It is important to find a training company that has a proven, long term track record in this industry, and one that can provide you with the tools that you can take home with you and quickly put into use. Ask questions about what tools and knowledge you will obtain on growing your business. Nearly anyone can tell you how to start a business. You should learn from those that can show you how to start, maintain and grow your business and who also provide advanced, technical skills.

“It seems that training costs range all over the place. How can I tell which is a fair price or the best deal?”

**Attention To Details:** We answered part of this question earlier in the definition of “best”. Much like the car shopper who chooses a 4 year old Kia versus the shopper who purchases a 1 year old Acura, the answer is mostly in your definition of “best deal”. Of course, everyone has a budget but, what do you desire from training? Is it just basic knowledge and a group overview of the techniques and skills? Or, are you looking to gain personally from the experience and knowledge of professional, business instructors and experts? Again, ask questions. What does the price include? Will you have to add in the price of a rental car? How about a hotel, living expenses and meals while at training? Are those included? And always ask if you are going to receive personal instruction or group instruction. The answers to these questions will indicate the value that you will get from training.

“A friend of mine went to training and he said that they seemed to be more interested in selling their products than explaining how to detail a car. Do all the training companies sell products and what should I look for?”

**Attention To Details:** Some training companies also sell products and equipment and it is just smart business to offer those products or other services to their trainees. That alone should not present a problem to the student. However, it all depends upon the focus of the trainer. If training is mostly viewed as another method to sell products or equipment, then you might expect less information and actual training and a lot more selling. Ask if the training requires purchase of products or if the training relies upon one product line only? Again, there is nothing wrong with that approach and some companies are successful with it. But, if it is not the type of training experience you are looking for, then shop around and ask questions.

“I am interested in cleaning and detailing Aircraft. What do I need to know to about the differences between aircraft and automobiles?”

**Attention To Details:** There are important differences between the two types of vehicles including, the issues of safety for the aircraft, owners and pilots. There is a significant list of items that must be understood and addressed when cleaning and detailing aircraft. There are other requirements for use of specific products and product types, as well as an understanding of the types of coatings and paints used on aircraft. When looking for aircraft detailing training; look for a company that has access to aircraft for real-world, hands-on training. Also ask about how the training company addresses the business aspects of this market. Aircraft owners and pilots look for detailers who “speak their language” and who understand their needs. Learning about the aircraft and pilots viewpoint and how to speak their language should also be part of the training.

“What does it take to start a detailing business that can actually be profitable in the real-world?”

**Attention To Details:** We are often asked this question by those interested in starting their own Detailing Business. Our answers are based upon 20 + years in the business of detailing and are straightforward, honest and practical.

1. A desire to learn from professionals and successful business mentors
2. The ability to promote and market yourself and your services
3. An appreciation of products and equipment that produce quality results

Starting any new business is hard work but, starting and growing your new business is hard work that requires knowledge, experience and planning. If you have the desire to be the best, then you deserve to have the facts, the tools, the knowledge and the road-map that will give you the greatest opportunity for success. The total cost for a Detailing Business Start Up can vary but, costly mistakes can be made in selecting the wrong equipment and cheap products. And attempting to restore the paint and finishes on modern cars without professional training in the proper skills and techniques will cost you time, money and in the worst case; valuable customers.