



TOUCH4WASH

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PLAYBOOK

LET'S GET STARTED





# CONGRATS!

You've taken the first step to gaining more customers. Now let's discuss some best practices for using the wide range of tools to help grow your business.





# WASH CLUB MEMBERSHIPS

Let's get your Monthly Wash Clubs set up.  
Wash Clubs are a great way to drive revenue and gain loyal  
customers.





The secret to Wash Club Membership is Volume!

To gain volume you need to show Value!

Craft your memberships to Scream Value to your customers.

Offer multiple levels of memberships at different price levels





## SOME EXAMPLES OF WASH CLUBS

### Wash Club A

- ✗ 1 IBA Wash per day
- ✗ Unlimited IBA Washes per 30 days
- ✗ 1 SS Wash per day
- ✗ 15 SS Washes per 30 days
- ✗ Free Vacuums
- ✗ 24/7 Access

\$ 29.99 per month

### Wash Club B

- ✗ 15 IBA Washes per 30 days
- ✗ 15 SS Washes per 30 days
- ✗ No Daily Limit
- ✗ Free Vacuums
- ✗ 24/7 Access

\$ 24.99 per month

### Wash Club C

- ✗ 15 SS Washes per 30 days
- ✗ No Daily Limit
- ✗ Plus 3 IBA Washes per 30 days
- ✗ 2 Pet Wash per 30 days
- ✗ Free Vacuums
- ✗ 24/7 Access

\$ 14.99 per month

\*\* IBA – In-Bay Automatic

\*\*\*SS – Self Serve Bay



2.

## GET COMFORTABLE

Your customers will be looking to you to understand the App.





## TOUCH4WASH APP

Once you have installed the hardware, it's time to start playing with your app.

1. Test All wash levels
2. Test your Prepaid Credit Options
  - a. Your Gift Certificates will match you prepaid options
3. Test the Share Feature
4. Test the Membership Purchases
5. Double Check your Loyalty Point Plan
6. Test the directions

Now you know everything is setup the way you want and you are a master at using the app!

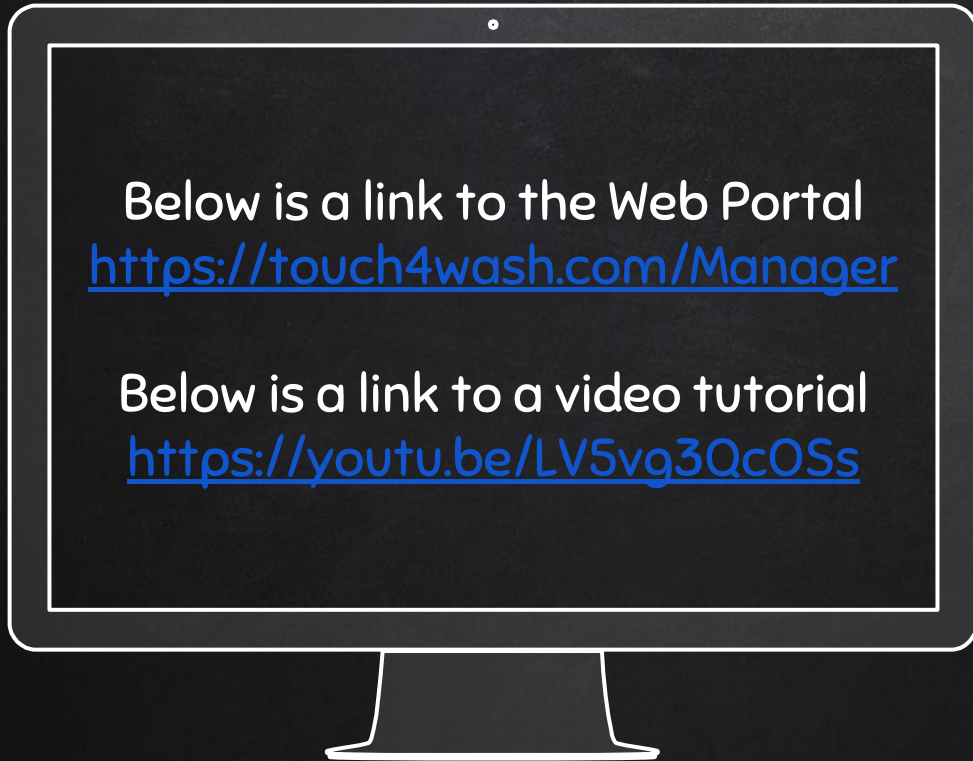
3.

# WEB PORTAL

Take a tour of the web portal and make sure you understand the tools







## TOUCH4WASH WEB PORTAL

The web portal is your tool to manage the system.

1. Account management
2. Memberships
3. Discounts
4. Certificates
5. Text Marketing

It is important to get comfortable with these tools to get the most from the system.

4.



# INTRODUCTION



It's time to tell your customers





# SPREAD THE WORD

Signage

Demos

Market





## SIGNAGE OPTIONS

- ✗ Signs are 24/7 information for your customer to digest
- ✗ Touch4Wash Signs are available
- ✗ Or you can design your own (please include the Touch4Wash Logo)

Contact us if you would like a copy of our sign examples and pricing sheet.





## APP DEMOS

Tablets (or your smart phone) are a great way to demo the app to new customers. Spend a weekend at your wash demonstrating the app and the convenience.

This is also be a great way to sign up new customers. Just use the “Invite” feature. Ask them for their name and cell phone number. They get a text with a link to sign up.



## SET A DATE

- ✗ Set a day of the week to run a discount day
- ✗ Use the Day And Time discount tools to automatically manage
- ✗ Have an attendant that day to help with app and push membership purchases





## CERTIFICATES

- ✗ Use certificates for a quick way to hand something of value to your customers
- ✗ Setup the certificates as a 2 week free membership that turns into a recurring monthly plan at full price
- ✗ Or you can setup the certificate to be a discounted price for the first month (50% off their first month)
- ✗ Have an attendant that day to help with app and push membership purchases





## SUMMARY OF PLAN

### Memberships

Get your memberships setup to be ready from the beginning of role out

### App

Get comfortable with the app and how to use it. Become an expert on your new services.

### Web Portal

Play with the portal until you have a good understanding of how to use the tools to manage your system.

### Promote

Use all the tools to promote your business. Text blasts, discounts, loyalty points, Memberships. Remember you are selling convenience

### Certificates

Use the certificates to cross market and promote. Use them for fundraiser activity with community, membership sales and more







**THANK YOU!**

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**Any questions?**

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