

ARE YOU  
READY FOR  
TOMORROW



***“The reality is that we just don’t have much control over what’s happening to us, our neighbors, and our customers.”***

## **Plan today for what you can control tomorrow!**

Springtime is upon most of us right now, and under most circumstances that usually spells pollen, bugs, and lots of cars to wash. We know that these are challenging times for all of us at work and at home and things are far from being our typical normal springtime. The reality is that we just do not have much control over what is happening to us, our neighbors, and our customers.

This month we would like to focus on the things that we can control and how we can position ourselves to come out of this pandemic hitting on all cylinders.

### ***Does your product offering need to be updated?***

This is a great time to look at your current menu packages to see if your services are competitive and include the latest offerings. It may be time to add that extra service you have been thinking about and charge an appropriate price or add an additional top package. Oftentimes, restructuring your menu layout can help offset low volume conditions by having a higher ticket average.

When your normal volumes return, you will be glad that you took the time to have made this a focus during the pandemic because you stand to be way ahead of the financial curve. If you need some help, reach out to your local Lustra representative and let us work on it together.

### ***Use Pollen to help boost sales***

The amount of pollen that collects on the vehicle’s surface is a constant reminder to all drivers that their car needs cleaning. Marketing promotional signage on the entrance of your property and from the street are very practical and economical ways to let customers know that you have these services. The pollen helps the customer associate the value proposition that the club plans offer with being able to clean their car as often as they want for one low price. With March through June being months when you can expect some of the best opportunity to have a significant impact of adding members to your current plan, now is the time to position your business to promote this service.

Several point-of-sale stations have automated signup and billing features so that you can do your part by social distancing and still offer your customers this benefit for their vehicles. This can result in a meaningful and immediate way to offset the peaks and valleys of lower washing volumes with this recurring revenue stream. Ask your local Lustra Representative how we can help you institute an unlimited plan for your car wash.

### ***Springtime is also Clean-Time!***

What a great time to go through your backrooms and clean up outdated parts and non-functioning parts from your operation. Oftentimes, you may have new parts that are not utilized at an operation anymore but still have a significant value to other operators. There are several trade publications and social media forums where you can sell these items while also tidying up your back rooms.

You can also make a list of parts that you do need for your operation and make sure that you have them on hand. If you are

not able to purchase the essential ones now, you can make a list of the most essential ones. By understanding what you have on hand and what you need for your business to thrive, you will have a better idea of where you need to allocate your time and funds.

The reality is that we just do not have much control over what is happening to us, our neighbors, and our customers. But we can use this time of year to jump start our plan for what we must look forward to.

Please contact your CSI/Lustra Sales representative today to learn more about how they can help you plan and prepare for your taking control over your position when times have changed.

**Richard Wells**  
**Regional Manager**  
**Southeastern U.S.**  
**Cleaning Systems, Inc.**

920.337.2175 Office  
920.530.4412 Cell  
920.337.9410 Fax  
[RWells@LustraBear.com](mailto:RWells@LustraBear.com)  
[www.CleaningSystemsInc.com](http://www.CleaningSystemsInc.com)



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