

# **Outline of Ideas for Detailing Industry Standardization and Top Industry Website, DetailPros.com**

By Lance Winslow

- I. Definitions
  - A.) Full Detail-What can customers expect this to include
  - B.) Mini-Detail-What services are generally included in this category
  - C.) Express Detail (Carwashes)-Differences with express type services
  - D.) Complete Hand Wax
  
- II. Certification
  - A.) 3 years in business or one day seminar
    - 1.) Locations of seminars and companies offering them
    - 2.) Books, Video Tapes, Manuals-Where to buy
  - B.) Actual Certificates to be displayed, stickers for vehicles-shop windows
  - C.) Watch videos read books mail in open book test
  
- III. Video and Book Lists.
  - A.) Detailing
  - B.) Windshield Repair
  - C.) Dent Repair
  - D.) Alloy Wheel Repair
  - E.) Fabric Coloring, patching
  - F.) Aircraft Detailing
  - G.) Boat Detailing
  - H.) Color Sanding, paint finishes
  - I.) How to run a service business Books.
  - J.) Reasoning; Link to Amazon.com and collect 10% of sales from referral click through, pays for content upgrades and committee meetings to rate of future books, tapes and manuals
  
- IV. Equipment Surveys
  - A.) By Detail Shops
  - B.) By Mobile Detailers
  - C.) By UL
  - D.) Reasoning: Groups rate differently, meaning all vendors will do well with one or more group, thus does not eliminate advertisers. For instance Detail Shops are into power. Mobile is into lightweight, small size and little power requirements to operate and fast heating of carpet steam cleaners, low outputs of water. UL is about OSHA safety and fire hazard

and life expectancy. This allows for potential suppliers to not feel burned after paying costs of advertising on the web site.

- V. Detailer of the Month
  - A.) Rewarding Certified Members, eventually make an Industry Degree, with Wyoming Auto Technical Institute.
  - B.) Reward detailers with customers who call in compliments.
  - C.) Story of how they got started and where they came from
  - D.) Reasoning: We have had detailers who were former Dentists, Chiropractors, Execs, Firemen, Policemen, Telecom Execs, etc. This shows customers the reality of the business and level of caliber of people.
  
- VI. EPA, NPDES Rules, Environmental Section
  - A.) Attracts Advertisers to this section who sell the enviro-equipment
  - B.) Assists Detailers who do not understand laws
  - C.) Helps customers understand that they are hiring reputable contractors
  - D.) Car Wash Fundraiser book that performs operations without polluting; <http://www.lastormwater.org/downloads/PDFs/carwash.pdf>
  - E.) Decreases riff-raff and problems with pollution
  
- VII. Promoting of Philanthropy
  - A.) Things Detail Pros members and certified detailers have done
  - B.) Ideas that Detailers can do
    - 1.) Silent Auctions-Free Detail Certificates
    - 2.) Car Wash Fundraiser
    - 3.) Detail Wheel Chairs at old folks home
    - 4.) Clean Park Playground Equipment
    - 5.) Etc.
  
- VIII. Weekly Column
  - A.) For Customers; Latest cool innovative technology for cars
  - B.) For Customers; Newest buy direct products
  - C.) For Customers; Product evaluations of retail detailing products
  - D.) For Detailers; Tip of the Week from Product Supplier
  - E.) For Detailers; New product of the Week, by advertiser
  - F.) For Detailers; New technique of the week by an advisor
  - G.) For Detailers; Latest new Environmental Rule
  - H.) Reasoning; good for online newsletter to increase frequency of traffic from a regular base of customers who will buy from detailers and suppliers or go to retail to buy these products (ArmorAll?) and detailers who will see what's new, latest and greatest and buy stuff from your advertisers. Also lends itself to future magazine, which really does not exist to any real extent.
  
- IX. Sample Business Plan Online

- A.) List of SBA Lenders, preferred lenders
- B.) List of basic costs-fill in the blank spread sheets
- C.) Link books; How to write a business plan, get a small business loan, SBA offices, SBDC locations, etc.
- D.) Small Business Banks
- E.) Second Mortgage Companies
- F.) Links to marketing books, Accounting services, site locations analysis's, architects, etc.
- G.) Links to; How to be involved in community, chambers of commerce, industry associations.
- H.) Links to; Hiring techniques, OSHA laws, etc.
- I.) Links to; How to find locations, demographic research, etc.