



**WHAT EVERY BUSINESS NEEDS
TO KNOW ABOUT ADDING AUTO
DETAILING TO THEIR EMPLOYEE
BENEFITS PACKAGE WITH NO
EMPLOYER COST OR LIABILITY**

AN EDUCATIONAL RESOURCE

“Just A Quick Letter To Introduce Myself, And Explain Why I’ve Put Together This FREE Guide For Business Owners And HR Managers To Show You How To Improve Your Employee Benefits And Retention... *For FREE*”

Hello there!

Improving your benefits package so that your employees are happier and new employees want to work for you isn’t easy. Why? Because you’re bombarded with misleading information, confusing claims, and bad advice from well meaning, but misinformed people, family, friends, and colleagues.

How do you ever find solid, practical information that will help you improve your employee offerings? **You start by reading this free guide.**

My name is Mike Gamble, and I wrote this guide to help you determine if adding a detailing service to your employee benefits package would be right for you and your company. In this fact filled guide, you'll discover the secrets your competition doesn't want you to find out!

What I'm going to share isn't a theory. I've been detailing cars since I was a kid. As a professional detailer, I've seen first hand what offering a detailing service to your benefits package can do for employee morale, employee retention, and employee recruiting. **Now, with this information, you can do the same thing for your company that leading companies are doing for theirs.**

And if you have any questions about the information in this guide, send me an email at Pristineautodetail@outlook.com or call me at (902) 956-4282. I've dedicated my business to helping people just like you.

I'm happy to help in every way.

Warmly,

Mike Gamble

P.S.: As a professional detailer I'd welcome the opportunity to help you by detailing your employee's vehicles. You can reach me at (902) 956-4282 to schedule a free evaluation and quote.

What Every Business Needs To Know About Adding Auto Detailing To Their Employee Benefits Package (With No Employer Cost or Liability)

An Interview With Professional Detailer Mike Gamble.

A great place for us to start is to look at the people entering the workforce today.

80 million millennials are entering the workforce, and they're looking for employee perks.

Tech companies have gone all out to attract the best and brightest to their ranks, and in some cases, they've made it difficult for other employers to recruit them.

They're offering free lunch and free vending machines along with their health benefits and pension plans.. And of course, the list goes on and on and on.

One huge perk that employers can offer is to have a detailer come on site to offer car washing and detailing services. This can be done at no cost to the employer. This allows employees who are spending a third of their day or more at work to have this service done without them having to go anywhere or do anything.

People entering the workforce are looking for perks that fit their lifestyle. They're flexible, and they have ambitious goals for work. By offering detailing

services on the campus at your facility, it brings joy to the employees knowing that they're fulfilling their lifestyle goals by having a clean car. It's offering them flexibility because they're having it done at work, and it makes them feel more ambitious that they're multi-tasking a choir that they needed to have done anyway.

It brings enjoyment to the employee. You'd be surprised how energized they are, "Wow, this guy's coming to my work to wash my car?!?!"

Becoming More Like Google

The Google campus is a benchmark facility that other companies look to when offering employee perks. What Google has done is made it, so their staff have it better at work than they do at home. They started this practice long before they became the global juggernaut they are today. Back when they were a start-up with barely any funding they were offering free lunches on site so employees didn't have to leave for lunch. In this environment, employees want to be at work more than they want to be at home, which increases their productivity at work.

Today you can even take a nap at Google. You can sit in a bean bag and work. There's unlimited food. Unlimited drinks. And yes, even get your car detailed while you work.

Obviously offering employees an onsite auto detailer isn't the same as what Google offers, but most companies aren't competing with Google to get their next employee. They are competing against companies that offer the same health insurance and pension plans, *but not detailing.*

You don't have to beat Google. You just have to beat companies around you that are also trying to recruit those top-level employees.

Who should be responsible for paying for the detailer's services – the employer or the employee?

In most cases, the employee is responsible for paying. Some companies will gift a detail or wash for rewards and incentives. Some companies will pay for one car wash once a month for all employees. Every employer's goals and resources are different.

How can an auto detailing benefit work smoothly for the employer? How does an employer institute the process?

Typically, we have a sign-up sheet at the front desk, and employees are notified what days and times the detailer will be there.

So if the detailer comes every Wednesday at 9 a.m. and you want to get your car done, sign up at the front desk. An email blast would be sent out to all employees with instructions to sign-up at the reception desk and to contact the detailer directly with any questions regarding the services offered.

The detailer should have a price sheet written up and available on the sign-in sheet. The detailer should provide manila envelopes at the sign-up area so the employee can put their sign-in sheet with the service requested, payment and keys in the envelope.

When the detailer shows up, he will collect the envelopes and contact the employee directly if there are any questions.

Usually, there is a specific area in the parking lot that the employees need to park their cars in when they want a detail that day. Then the detail or wash is completed right there on site. When everything is done,

the keys and the envelopes are returned to the front desk.

What kind of liability issues does an employer need to be aware of and what do they need to require from their detailer?

The company should require general liability insurance from the detailer, and that is usually a half-million to a million dollars of coverage. They are putting the responsibility on the detailer so if anyone were to slip on water, trip over a cord, etc. then the liability is on the detailer.

The Insider's Guide To Having Your Car Properly Detailed

What should you look for in a detailer?

It starts out with the detailer's online presence. What does their website look like? Is it up to date? Is it easy to understand? Do they have their services spelled out? From there, what are they like to deal with on the phone? How did they answer the phone? Do they answer the phone, "Hello," or do they answer the phone, "Hello, this is Pristine Detailing and Auto Care. How can I help you?" or, "Hello, this is Mike." If they don't have a professional web presence, it could be that they aren't a professional detailer.

This just might be a hobby for them. If they answer the phone with a simple "hello," again it might be a sign that detailing is a hobby for them. And it should go without saying but, when you are spending your money, you don't want the hobbyist, you want the professional.

And then from there, we look at the first time we meet. Are they prompt? If they set up an appointment, are they there on time to the appointment? If they're going to be late to the appointment, are they communicating that with you? Are they communicating the services that they're going to

perform on your car? Are they communicating the price for those services? Are they asking you questions about what your needs are as the customer?

What's the difference between a wash and wax, wash and sealant, a detail and a full detail?

The problem is that all those terms get thrown around very loosely, and that's why it's important for the detailer to ask you what each of those terms mean to you.



A wash and wax tend to be more of a maintenance and preventative detail. A full detail is when you would get into the shampooing of the seats, shampooing the mats, and even a clay bar and a wax on the outside of the vehicle.

When you start getting into the differences between a wax or a sealant it is best to know what each of those terms means. Most people know what a wax is. When you start getting into terms like a sealant or a coating, those terms get thrown around pretty loosely and then when you add to that, that consumers don't know what they mean, you can see where the confusion comes from. These terms are getting into different levels of protection for the exterior of your car.

A wax is going to give you maybe a month or two worth of protection on the outside of your car from the elements - fallout, overspray, road grime, etc. A sealant is going to give you upwards of a year worth of protection on your car. A coating is going to be 3 to 5 years worth of protection.

What we are trying to protect is the clear coat on your car. That's the final layer before the paint.

How much time should it take for these various processes?

The most basic detail, which would be a wash and a wax, should take about an hour. A full detail is probably going to run 4 to 5 hours.

When you get into any kind of outlier, extensive detailing, like removing scratches, putting on a coating, you may be up into the 8 to 12-hour plus range.

The other thing that affects how long it takes is the condition of the car and what the customer wants to be done to the car.

What kind of exterior issues can be fixed with a detail?

Minor scratches, yellowed headlights, any oxidation... Using an example of a red car, if the paint is looking a little bit more salmon pink than red, that usually can be fixed and restored to a bright, deep red. Same thing with a black or any color car, if it's looking a little duller than it was when it was new, that can be fixed.

Those minor scratches are known as spider-webbing and are the ones that can be fixed.

Water spots can be removed. Chrome rims can be polished out and made to sparkle.

These are the main car issues that people look for in a detail.

What kind of exterior issues cannot be fixed with a detail?

Deep scratches, like someone keying your car – that's not going to be fixed in a detail.

Body damage, like someone hit you, and there's a gash in the side of the car, or the metal's bent, or any real scratches in the plastic bumpers, that can't be fixed in a detailing.

What kind of interior issues can be fixed with a detail?

Dirt and grime mainly.

Any spots where any part of your hand or arm touches and leaves a build-up of dirt can be removed. Elbow grease on the door panel can be removed; issues on the steering wheel as far as dirt build-up; grime on the center console; the little cracks around the shifters and the emergency brake where dust has crept into can all be cleaned out. Most spots can be removed, and stains can be made less visible.

Usually, anything except rips and tears can be fixed by a detailer.

What should I be looking for from a detailer to do on my tires and rims to make them look good?

A good detailer should be able to clean up the rims back to brand new condition except for any pitting from brake dust that has built up on the rims and left for months.

Higher-end cars – Mercedes, BMW, Lexus – will have softer brake pads. While these make for a smoother ride, it will produce a high amount of brake dust.

There's a lot of heat and a lot of friction generated when you apply the brake, and the pad is stopping the rotor so that brake dust has to go somewhere and it lands right on the next closest thing, which is the rim.

If that brake dust is left sitting on the rim for long enough, it embeds itself into the rim and then that can't be fixed unless you re-powder coat the rim. But if it hasn't gone to that extent, the detailer should be able to

clean the rim back to almost brand new.

Cleaning should include the inside barrel of the rim or the inside of the rim. Tires should be degreased, and any excess tire shine should be removed from the tire. Sometimes older tires will start to look brown; the detailer will be able to remove that, and then apply a fresh coat of tire shine to the outside of the tire which will protect the tire from cracking.

How should I find my detailer? Where do I find a good quality detailer?

Naturally, I want people to use me, but I also know I'm not right for everyone. Best advice

is to ask around. Ask your friends who have used a particular detailer in the past.

Don't make the mistake of picking a detailer by price alone. Factor in all the things I've already discussed – how does his website look, how do his online reviews look, what are other people saying about his work?

Look at who is close to you, and then work your way out from there. Call the detailer and ask him to look at your car or give you a quote over the phone and see how the detailer responds to that request.

4 Steps To Adding Detailing To Your Employee Benefits

Step 1: Make a Commitment to Act.

Funny as this may sound, I can't tell you how many times people have requested this guide and then said to me, "I can't believe how much our employees love this service! If I had known, I would have offered it sooner!"

I've shared just a few simple ideas in this report. But these ideas are only as good as the action put into them. Decide to act right now.

Step 2: List Your Objectives.

Jot down what your goals are when adding detailing to your benefits package. What is your ultimate goal for the employees? Do you want to offer this as an employer paid or employee paid service?

What do you expect from the detailer you work with?

Step 3: Contact a detailer that works with employers.

Of course, I'd love to be the detailer you choose to work with but let's face it; I'm not right for everyone. That's why I've provided this information. So you can find the detailer that is right for you.

If you would like additional information, please reach out to me at (902) 956-4282 or via email at Pristineautodetail@outlook.com

Step 4: Act.

Do I need to say anything more? Reach out to me and let's talk about how to get your car detailed! Let's work together!

Get A Professional Detail by Pristine Detailing and Auto Care

When you schedule your Detail within two weeks of receiving this consumer guide,
We'll Give You a Windshield Treatment for FREE!

A \$75 Value!

How's that for a deal?!?!

Call us at (902) 956-4282 to schedule your detail right now.