



Educating Detailers for Today's Challenges

Chemical Management Techniques to Control Cost & Understand Cost Per Car Usage

Presented by: Bob Phillips President - P&S Sales, Inc.



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10 Steps To Successful Chemical Management

- 1) Identify & Understand Your Business Type
- 2) Build A Quality Relationship w/Supplier
- 3) Designate A Primary Contact (Purchaser)
- 4) Maximize Your Purchasing Power
- 5) Set Up Pre-Set Inventory Levels
- 6) Systemize Your Processes & Procedures
- 7) Train Your Employees
- 8) Organize Your Shop
- 9) Review Monthly Purchases (Account Reports)
- 10) Calculate Your Cost Per Car



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Identify & Understand Your Business Type

3 Business Types



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Red Alert Shop

Shop Characteristics:

- Owner -
- ✓ Not active in the business
 - ✓ Perhaps owns multiple business
 - ✓ Places a low priority on this business
 - ✓ Does not know nor have relationship with chemical supplier(s)
 - ✓ Hires a manager to do it all and does not work with the manager



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Red Alert Shop

Shop Characteristics:

- Manager(s) -
- ✓ Manager spends most of the time in the office and not working with staff
 - ✓ Not a clear chain of command
 - ✓ Does not oversee detail product purchasing & leaves it up to all detail staff
 - ✓ Most likely has sub-managers that do most of the work
 - ✓ Also is often not on site



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Red Alert Shop

Shop Appearance:



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COMPLIANT  CAR CARE

Yellow Shop - Good

Shop Characteristics:

- Owner -
- ✓ Involved in business and works with staff
 - ✓ Perhaps owns multiple business
 - ✓ Tries to stay involved in the business but it busy on other projects as well
 - ✓ Has relationship with supplier(s) but may not be actively involved
 - ✓ Has hired a good manager but should work directly more with the manager
 - ✓ Could be more organized



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Yellow Shop - Good

Shop Characteristics:

- Manager(s) -
- ✓ Manager works very hard but could be more productive in his time management
 - ✓ Works with employees but may not have the best management training
 - ✓ Has a relationship with supplier(s) and does purchasing from memory and ask detailers what they need
 - ✓ Should be more organized



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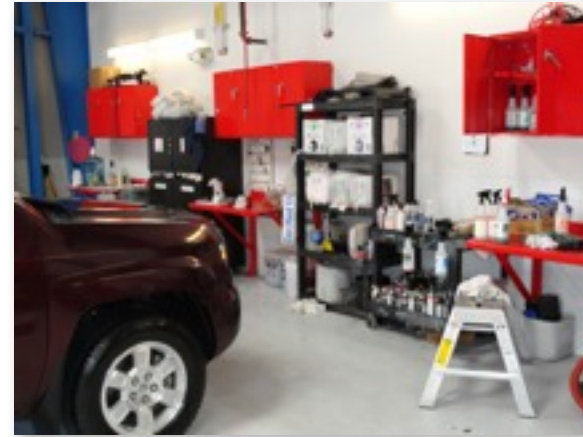
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Yellow Shop - Good

Shop Appearance:



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Green Shop - Best

Shop Characteristics:

- Owner -
- ✓ Actively involved with shop
 - ✓ Meets with managers and employees on a regular basis and sets the standard for professionalism and expectations
 - ✓ Places a high priority on all its businesses
 - ✓ Has a solid relationship with supplier(s) and meets with them a couple times of year to review performance
 - ✓ Has hired an excellent manager
 - ✓ Extremely organized



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Green Shop - Best

Shop Characteristics:

- Manager(s) -
- ✓ Manager works very diligent and is organized in his management style
 - ✓ Works with employees and reviews performance frequently
 - ✓ Has a very professional relationship with his supplier(s) and communicates with them frequently to review performance
 - ✓ Extremely organized and is well respected by his staff



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Green Shop - Best

Shop Appearance:



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COMPLIANT  CAR CARE

Red Alert Shop



Yellow Shop - Good



Green Shop - Best



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Build A Quality Relationship w/ Supplier

- ✓ Meet with your supplier(s) on a regular basis to review products and performance
- ✓ Give your supplier a clear understanding of what you expect from them
- ✓ Clearly communicate what role they play in your business success
- ✓ Loyalty goes both ways
- ✓ Do not do business with a supplier that does not meet or exceed your expectations



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Designate A Primary Purchaser

- ✓ Select one person at your facility as the designated purchasing agent
- ✓ All purchases are approved and made by this person
- ✓ Any special requests by staff have to be approved by purchasing agent
- ✓ All invoices must be signed by purchasing agent
- ✓ One point of contact helps to streamline purchasing



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Maximize Your Purchasing Power

- ✓ Review your purchase volumes on a regular basis to ensure you are maximizing your purchasing power
- ✓ Purchase volume usage products in the largest containers to save money; 5's, 30's or 55's
- ✓ Make sure products are diluted properly and to their maximum
- ✓ Use product proportioners or diluters
- ✓ Perhaps discuss volume buying with your supplier



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Save Money by Diluting Properly!!!!!!!



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Set Up Pre-Set Inventory

- ✓ Meet with your supplier(s) to set up pre-set inventory to meet your weekly usage requirements
- ✓ Store products in parts department like atmosphere and have supplier restock inventory
- ✓ Have supplier review items dropped off and any special requests
- ✓ Buying is not a game time decision it is an organized process
- ✓ A pre-set inventory saves you time!!!!!!



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Set Up Pre-Set Inventory

29	X	5 gal	Blue Coral	Black magic all purpose dressing	\$26.36	27	\$711.72
30	X	1 gal	Blue Coral Detail	Crème Pro Leather	\$57.87	3	\$173.61
31	X	1 gal	Blue Coral Detail	Meguires #9	\$36.19	1	\$36.19
32	X	1 gal	Blue Coral Detail	Meguires #66	\$25.98	1	\$25.98
33			Blue Coral Detail	Meguires #82			\$0.00
34	X	1 gal	Blue Coral Detail	Meguires #83	\$31.61	1	\$31.61
35	X	30 gal	Blue Coral Detail	Dissolve All RAM	\$11.42	3	\$34.26
36		5 gal	Blue Coral Detail	Aqua Klear	\$20.74	3	\$62.22
37			Blue Coral Detail	Scotchgard can	\$6.99	6	\$41.94
38		1 gal	Blue Coral Detail	Revive it fast wax	\$45.78	3	\$137.34
39	X	55 gal	P & S	Wipe N Shine	\$12.70	46	\$584.20
40	X	1 gal	P & S	Tree Sap Remover	\$36.50	2	\$73.00
41	X	1 gal	P & S	Paint Gloss	\$23.17	2	\$46.34
42			P & S	NeverDull	\$4.00	2	\$8.00
43	X		P & S	Filtz	\$45.00	1	\$45.00
44	X	5 gal	P & S	Dry Foam	\$14.32	0	\$0.00
45	X	1 gal	P & S	Water Spot Remover	\$23.95	3	\$71.85
46	x	1.33gal	P & S	Gold Wax	\$39.95	1	\$39.95
47	x	1.33gal	P & S	Xfactor	\$45.00	1	\$45.00
48	x	1.33gal	P & S	Blue Magic	\$39.95	1	\$39.95
49	X		P & S	Enviroclean	\$10.90		\$0.00
50			P & S	X3 Polish	\$108.00	0.5	\$54.00
51		1 gal	P & S	Medium duty compound	\$34.28		\$0.00
52		1 gal	P & S	Solve away	\$27.80	1	\$27.80
53	X	5 gal	Tekonsha	Aero Gloss	\$40.13	3	\$120.39
54			Detail Total				\$2,410.35



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Systemize Your Processes and Procedures

- ✓ Review all detailing activities
 - A. Express Detail Services
 - a) Express Wax
 - b) Leather Clean & Condition
 - c) Interior Shampoo
 - B. Full Detail Services
 - a) Complete Detail
 - b) Paint Restoration
 - c) Interior Only
- ✓ Develop a system for each service offered
- ✓ Once you have devised the system then designate specific products for each service completed
- ✓ Perhaps build a chart outlining service aligned with product



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Express Detail Procedure Guide

FABULOUS FREDDY'S
EXPRESS DETAIL SERVICES GUIDE

Express Hand Wax	→	STEP 1 Wax Application	STEP 2 D/A Polisher Waxing	STEP 3 Wax Removal									
Express Seat Clean Leather	→	STEP 1 Spray Apply Cleaner	STEP 2 Gently Clean Seats	STEP 3 Wipe Down Seats	STEP 4 Apply Leather Conditioner								
Express Seat Clean Cloth	→	STEP 1 Vacuum Seats	STEP 2 Pre-Treat/Spot Clean	STEP 3 Scrub Seats	STEP 4 Hot Water Extraction								
Express Super Interior Clean		STEP 1 Vacuum Interior	STEP 2 Apply Interior Cleaner	STEP 3 Gently Clean Interior	STEP 4 Wipe Down Interior	STEP 5 Pre-Treat/Spot Clean Seats	STEP 6 Pre-Treat/Spot Clean Carpets	STEP 7 Scrub Seats	STEP 8 Scrub Carpets	STEP 9 Hot Water Extraction Seats	STEP 10 Hot Water Extraction Carpets	STEP 11 Dress All Vinyl & Leather Interior	STEP 12 Clean Interior Glass

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Develop A Detail Manual



- ✓ The initial process takes time but in the long run your business will seriously benefit



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Train Your Employees

- ✓ Work with your staff so they have a clear understanding of what is expected of them
- ✓ Review all procedures and clearly give quality instruction on proper product use
- ✓ Ask your supplier to conduct product training sessions on proper use and technique
- ✓ Send your detailers to a detail school
- ✓ IDA Certification is offered
- ✓ Doing so will improve detail quality and customer satisfaction



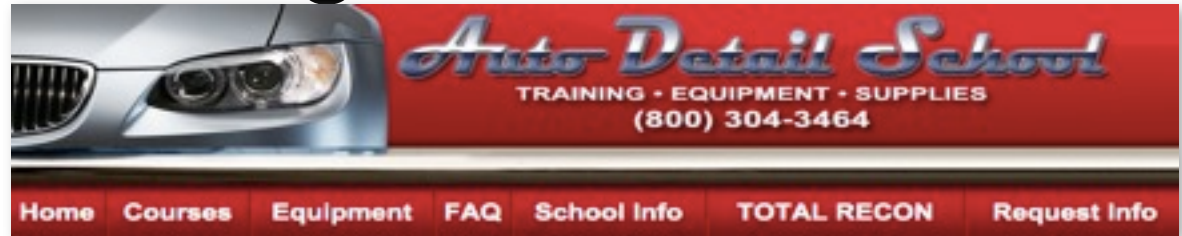
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Detail Training Is Available



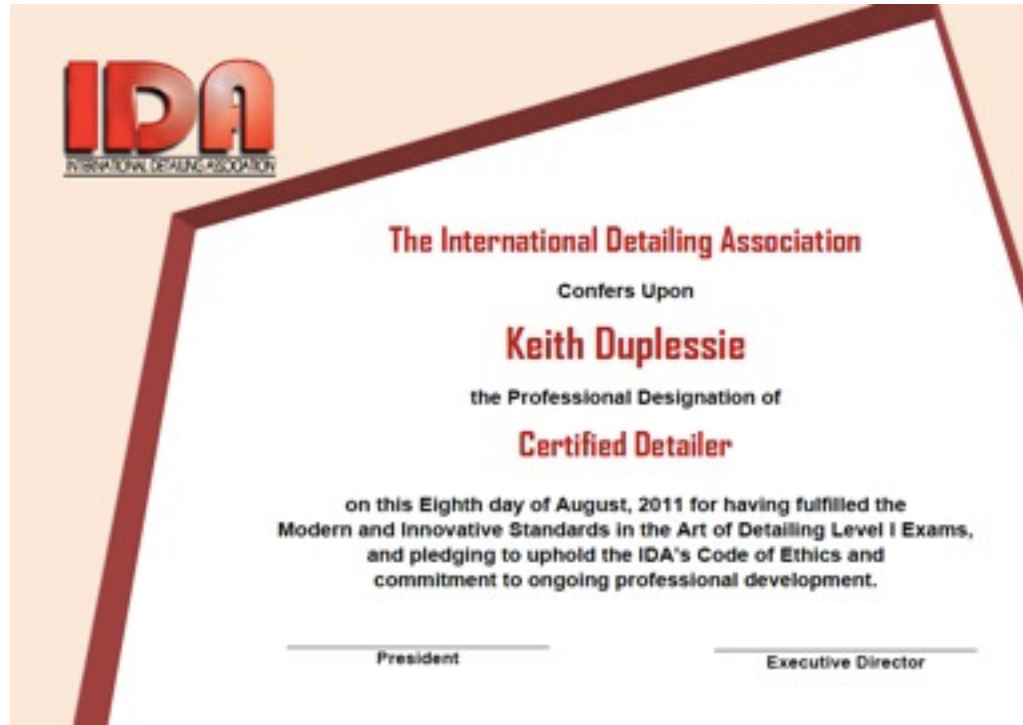
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International Detail Association Detail Certification



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Organize Your Shop

- ✓ Review all activities on those slow days and spend the time to organize your facility
- ✓ Review product storage, cart organization, product dispensing
- ✓ Make sure all products are properly labeled
- ✓ Review end of the day clean up procedures to prepare for the next days business
- ✓ Organization produces a quality job quicker with less effort



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Organize Your Shop



Avoid



Goal



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Organize Your Shop



Avoid



Goal



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Organize Your Shop



Avoid



Goal



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Review Monthly Purchases

- ✓ Have your supplier submit monthly purchase reports
- ✓ Review reports monthly and discuss with your supplier(s)
- ✓ Look for ways to streamline product consumption and purchasing
- ✓ Compare purchasing from month to month



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Calculate Your Cost Per Car

- ✓ Total all your detailing activities - Express & Complete Details
- ✓ Take your total purchases for the month and divide by the number of vehicles detailed to obtain your cost per car.
- ✓ You may wish to track Express Detail Cost and Complete Detail Cost Separately
- ✓ Review each months cost per car and compare for a true analysis of product performance and usage



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Calculate Your Cost Per Car

Car Wash Report											
Customer: Car Wash & Detail Center											
Contact: Tom Detail											
Sale Rep: Sammy Detail Supply Guy											
3515			Trio Blue Car Count			2225			Aug 18th - 31st		
Comments/Analysis											
	Car Count	Expenditure		Cost Per Car							
Xpress Department	1415	\$ 716.27		\$ 0.51							
Detail Department	55	\$ 342.81		\$ 6.23							
Product	Size	End Cost	Cost Per Gal.	Cost Per oz.	Beginning Inventory	Delivered Product	Ending Inventory	Gallons Used	Ounces Used	Ounces Per Car	Cost Per Car
Power Boost (Wheels Ratio) 36-1	30	\$297.68	\$9.92	\$0.0775	27	0	13.5	13.5	1,728	0.49	0.0381
Turbo Industrial Clnr (Wheels Ratio) 48-1	30	\$297.68	\$9.92	\$0.0775	10	30	29	11	1,408	0.40	0.0311
										Sub-Total	0.0000
											0.0000
Take Off (Front to Back) (120-1)	30	\$297.68	\$9.92	\$0.0775	4	30	27.5	6.5	832	0.24	0.0183
Turbo Industrial Clnr (90:1)	30	\$297.68	\$9.92	\$0.0775	16	30	27.5	18.5	2,368	0.67	0.0522
Wipe N Shine	55	\$595.23	\$10.82	\$0.0845	59	0	35	24	3,072	0.87	0.0739
On Brights (Drying Agent) (25-1) chem feed	30	\$425.83	\$14.19	\$0.1109	5	5	9	1	128	0.04	0.0040
Bug Wash (90:1)	30	\$297.68	\$9.92	\$0.0775	3	5	7	1	128	0.04	0.0028
Body Wash	30	\$297.68	\$9.92	\$0.0775	21		17	4	512	0.15	0.0113
Barricade	5	\$119.84	\$23.97	\$0.1873	1	5	5.5	0.5	64	0.02	0.0034
										Sub-Total	0.1626
Trio Blue	30	\$463.00	\$15.43	\$0.1206	14		9.6	4.4	563	0.25	0.0305
Total Cost Per Car:											0.1931
Total Monthly Expenditure:											\$ 639.52



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Goal - Implement 5 Steps or More!!!!!!!

- 1) Identify & Understand Your Business Type
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Question & Answer



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