



Mindshift

In Association with
Preeminence



CAR WASH BUSINESS

Jay uses this story to illustrate how you can take full advantage of what you have to offer in return for licensing to new markets and increasing your profits.

I had a car wash client who developed techniques to increase dramatically the number of people who upgraded to the hot wax, and the premium package. That added a lot to their bottom line --- tens of thousands of dollars a month. But they only used it in their one car wash. We got them to license nearly 4,000 other car washes on how to use their upgrading techniques, and they paid them \$100 a month. My client was making hundreds of thousands of dollars without having to invest in new equipment, labor costs, etc. It's a mindset.

