



We're thrilled to be working with you...

Let's Get  
Started

**IgniteWash** 



# WELCOME!

We are super excited to welcome you to the Ignite Wash roster of high-performing car washes! We wanted to take a moment to walk you through our onboarding process and lay out what the next steps are.

## **1. Complete Onboarding Document**

We need you to complete our onboarding document so that we can begin configuring your sales platform. This is the Word document that we emailed you.

## **2. Kickoff Call**

Once you complete and send in your onboarding document we will schedule a kickoff call to discuss.

## **3. Sign Offs**

We will send you some items to sign off on. This includes the commission structure and details, the Salesperson Handbook, the branded slideshow, and the Marketplace reward structure.

## **4. Confirm Logistics**

We confirm that things are looking good on your end, including: wifi signal strength, receipt of 2 tablets, POS integration, etc.

## **5. Training**

We Will send a welcome email to all users in your system. This will include login info for the training website, the salesperson handbook, etc. As their final step, they will complete a self-recorded certification video showing they can give the sales presentation.

## **6. Launch & Coaching**

Once we have hired our salespeople and they have gone through the training, we will schedule a launch day. On that day we will start with a call to make sure they feel ready. Then, throughout the day we will be listening to their audio and coaching as needed. This process will continue through their first week. After that, we will continue to coach on a weekly basis and as we see the need to redirect.

# NETWORKING GUIDE

Our Salespath tablets will need to have good, consistent wifi access in the area near the pay stations. Here's what we need.

## Test

If you have existing wifi, and are confident it is strong enough in the selling area, first test the signal strength. You can download a free app like [this one](#) from the Apple store or [this one](#) from the Google Play store. Once you download it, make sure you are connected to the wifi network and then run a test while standing near the pay stations.

**Take and send us a screenshot from one of these apps.**

## Option #1: Hiring a Local Technician

The easiest way to ensure your network is setup correctly is to hire a local computer company or technician. While this does cost more than the DIY route, it ensures your networking for your whole site is properly configured. The computer company can then install a wireless access point somewhere in the vicinity of the pay station area if needed.

## Option #2: DIY Outdoor Access Point

If you choose to handle the install yourself, we recommend using the TP-Link Omada EAP610 Outdoor Access Point. You can [purchase on Amazon](#) for approximately \$130.

This wireless access point can be installed on the outside of your building facing the pay stations within 50-100', with clear line of sight. It will need an ethernet (cat5 or cat6) connection directly from your router.

The wireless access point only requires the one ethernet line, but it requires POE and can be delivered if you have a [POE switch](#) or a [POE injector](#).

Once you're new access point is installed and working, follow the steps to test listed above.





# GAMIFICATION

We refer to our gamification system as the **Salespath Champions League**. Gamification motivates salespeople by tapping into their intrinsic desire for achievement and recognition. By incorporating game-like elements such as leaderboards, points, badges, and rewards, we create a dynamic and engaging environment that fuels their competitive spirit and encourages sustained high performance.

## 1) Salespath Points

One of the foundational elements of our system is Salespath Points. Salespeople acquire points when they perform desirable behaviors. Our current point system is:

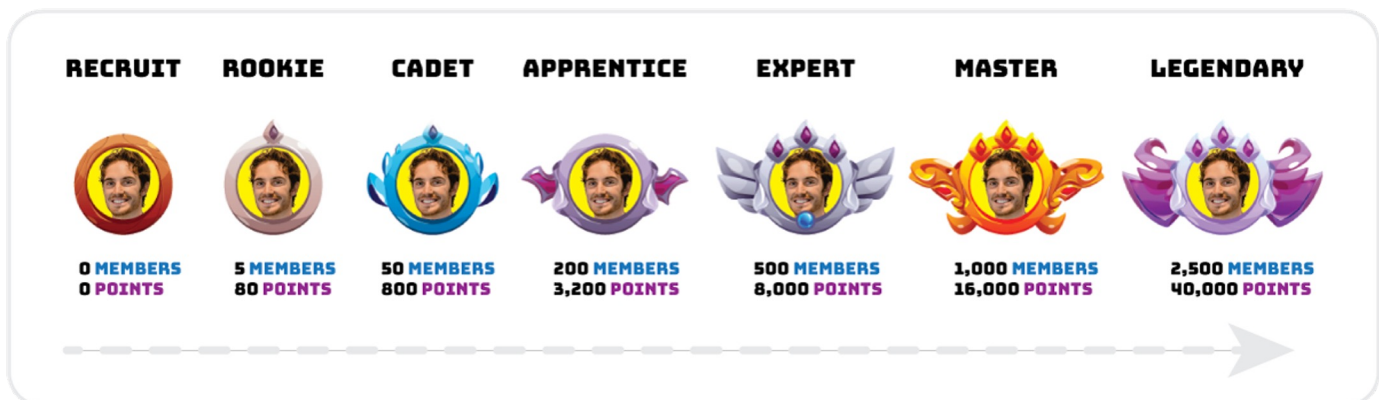
- 6 points per membership sold
- 2 points per top retail package sold
- 1 point for each time they use the tablet to pitch

The above is our recommendation, but can be changed for each client.

Salespeople can win additional points by winning contests or challenges. They can redeem points on items in the Reward Marketplace that they work toward.

## 2) Ranks

Another fundamental aspect of our gamification is ranks. Salespeople graduate to various ranks as they acquire points and sell memberships. They get recognition along with a new avatar frame as they advance. In addition higher value marketplace rewards become available.





# GAMIFICATION

## 3) Reward Marketplace

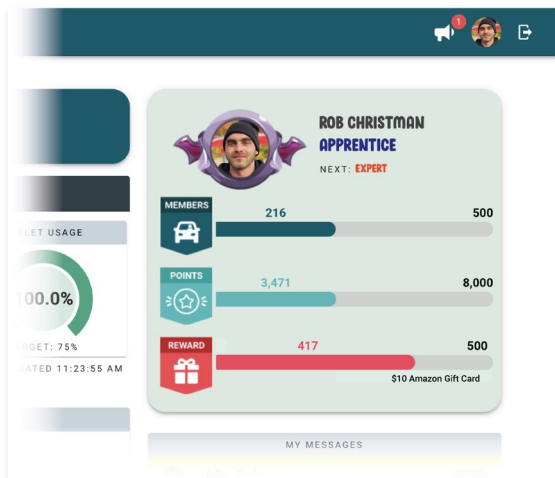
The Marketplace is a curated list of rewards that salespeople can select to work towards. Each reward costs a certain amount of points. These points are correlated to a number of memberships sold. Once selected, the salesperson will see a progress bar on their dashboard as they acquire points and get closer to redemption.

Our recommendation is to fund these marketplace rewards by allocating **\$0.50** per membership sold. This number is our recommendation, but can be set by each client. Based on the above point structure, for every 100 members sold, a salesperson acquires about 1,500 points. Therefore, if you set aside \$0.50 for each membership sold, when a salesperson sells 100 memberships, they should be able to redeem a reward valued at about \$50.

We handle fulfillment of the marketplace items and can store a credit card on file to make reward purchases. Default Marketplace Menu:

Marketplace Item	Points	Approx. Members Sold	Approx. Revenue Created*
\$10 Gift Card: Amazon	500	31	\$ 9,375
\$10 Gift Card: Starbucks	500	31	\$ 9,375
\$10 Gift Card: Target	500	31	\$ 9,375
\$25 AMC Movie Tickets Gift Card	950	59	\$ 17,813
\$25 Uber Eats Gift Card	950	59	\$ 17,813
Portable Power Bank	1,200	75	\$ 22,500
Apple AirTag 4 Pack	3,200	200	\$ 60,000
JBL Flip 5 Speaker	3,400	213	\$ 63,750
50" TV	8,500	531	\$ 159,375
iPad	14,000	875	\$ 262,500
PlayStation@5	17,000	1,063	\$ 318,750

\* Based on an average membership being \$25/month and lasting 12 months.



*In the dashboard, the salesperson sees their rank, lifetime memberships sold, Salespath Points total, and progress towards their reward. This keeps it in front of them everyday.*





# ONSITE INTERVIEW GUIDE

Once we work our recruiting magic, and after we have conducted our own phone and/or Zoom interviews, we will be sending you several qualified, pre-screened candidates for an onsite interview. Here's your guide to interviewing in a meaningful way.

## **Brief Tour**

Start by giving them a brief tour of the car wash. Give them some high level points on your business and culture. Show them the pay station area where they would be working so they get a clear idea of the job.

## **Interview**

Keep in mind that your interview does not need to be a formal sit down. It can take place as you walk around the site.

Here's the key things you're looking to find out:

1. What impression do they give you right at the start?
  - a. Do they communicate well?
  - b. Do they speak clearly?
  - c. Do they seem trustworthy?
  - d. Are they enthusiastic?
2. Are they teachable? Do they seem like they would be a good learner or do they think they already know it all?
3. Could they handle working outdoors? Do they have any "blue-collar" history or will this be their first job working in the elements and on their feet?
4. Do they seem a good fit for your culture?

## **Afterwards**

After the interview, don't make any commitments to the candidates. Tell them we will be back in touch with them in the next few days. After you have seen all the candidates we will jump on a phone call and compare notes. We will then handling sending offer letter(s) to your choices.