

# Hot Wheels, Cold Hard Cash: Clean Cruise Car Detailing | Lesson Plan

How can entrepreneurs effectively build and maintain a strong customer base to ensure long-term business success?

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Students will understand that building and maintaining a strong customer base requires strategic prospecting, exceptional service quality, effective customer retention techniques, and smart marketing strategies that create demand and foster long-term business relationships.

## Learning Objectives:

- Identify key entrepreneurial traits such as initiative, ethical work habits, and passion for goal attainment demonstrated by Trey Lewis.
- Explain how obtaining publicity and selecting sales-promotion options contribute to business growth.
- Analyze the importance of prospecting, building a customer base, and maintaining recurring customers in the success of a small business.
- Apply pull marketing strategies to hypothetical business scenarios.

## Key Vocabulary:

- **Prospecting:** The process of finding potential customers.
- **Recurring customers:** Customers who buy repeatedly.
- **Customer base:** Regular clients of a business.
- **Pull marketing:** Creating demand for a product.
- **Brand trust:** Building trust and credibility with customers.
- **Customer retention:** Turning one-time customers into repeat customers.

**Educational Standards:** CCSS Math Practice Standards: MP2, MP4;  
CCRA Anchor Standards: CCRA.R.3; CCRA.W.1, CCRA.W.2, CCRA.W.7

**Academic Subjects:** Entrepreneurship, Small Business, Hardwork

## What You'll Need

- Video: *The Hustle: Hot Wheels, Cold Hard Cash: Clean Cruise Car Detailing* (Watch [Here](#))
- Worksheet: *The Hustle: Hot Wheels, Cold Hard Cash: Clean Cruise Car Detailing* (Click [Here](#))

## Lesson Plan (45 mins.)

Warm-Up: (15 mins.)



1. Begin by displaying key terms to the students and ask them how each term might be relevant in starting and growing a business. Encourage brief discussions or pair shares.
2. Explore the concept of growing a business by asking students to brainstorm the steps needed to build a strong customer base. Guide them to think about initial customer acquisition and strategies for retaining those customers. List these steps and potential challenges on the board, using key vocabulary throughout the discussion.
3. Distribute *The Hustle: Hot Wheels, Cold Hard Cash: Clean Cruise Car Detailing Worksheet*, and review the instructions as a class. Instruct the students to complete the "Venture Vocab" section as they watch the video.
4. Watch the video.

Work-Out: (20 mins.)

1. After the video, ask follow-up questions that help students identify the key factors that contributed to the success of Trey and his Clean Cruise car detailing business. Guide students to consider how prospecting, delivering exceptional service, and building strong customer relationships helped his business grow. Prompt students to cite specific examples from the video.
2. Give the students time to complete *The Hustle: Hot Wheels, Cold Hard Cash: Clean Cruise Car Detailing Worksheet* either individually or in collaboration. Offer support and insights where necessary.

Wrap-Up: (10 mins.)

1. Review the answer to the "Startup Scenario" with the class. Encourage students to share their calculations and reasoning.
2. Ask students (or groups) to share their answers to the "CEO's Insight." Guide discussion on the importance of creating a solid customer base in the success of a business venture.
3. Consider collecting the completed worksheet as a formative assessment to gauge understanding and engagement with the lesson's content.

**Don't have time for the full lesson? Quick Activity (15 mins.)**

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.