

Hot Wheels, Cold Hard Cash: Clean Cruise

Car Detailing | Worksheet

Prospect, Connect, Repeat

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- _____ Regular clients of a business.
- _____ Turning one-time customers into repeat customers.
- _____ The process of finding potential customers.
- _____ Building trust and credibility with customers.
- _____ Creating demand for a product.

Column B

- a. Prospecting
- b. Customer Retention
- c. Pull Marketing
- d. Customer Base
- e. Brand Trust

Startup Scenario

Summer has started, and you need some extra cash for fun activities. You regularly groom your own dog and think this could be a great idea for a summertime job. You notice that many of your neighbors have dogs that could benefit from grooming. So, you decide to start a mobile pet grooming business. You plan to charge \$30 per grooming session. To get started, you spend \$200 on grooming supplies and \$100 on a portable grooming table. Now, think about how you will attract and keep customers by answering the following questions:

- What is your prospecting strategy? How will you find your first customers?
- How many sessions will need to do before you break even and begin to make a profit?
- How can you build a strong customer base? List three strategies for attracting and retaining repeat customers.
- What techniques can you use to turn one-time customers into recurring customers? Explain how you would implement these techniques.
- Explain pull marketing and give two examples of how it will grow your business.

Future CEO's Insight:

Reflect on Trey's journey with Clean Crews. In a detailed paragraph, explain how delivering high-quality service and building strong customer relationships can lead to recurring customers and business growth. Discuss how Trey's approach to marketing helped him maintain low costs while still expanding his customer base. Consider the following points in your reflection:

- The importance of customer satisfaction in generating word-of-mouth referrals.
- How building trust and credibility can turn one-time customers into loyal clients.
- The benefits of focusing on service quality and customer relationships over expensive advertising campaigns.



Answer Key

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- d. Regular clients of a business.
- b. Turning one-time customers into repeat customers.
- a. The process of finding potential customers.
- e. Building trust and credibility with customers.
- c. Creating demand for a product.

Column B

- a. Prospecting
- b. Customer Retention
- c. Pull Marketing
- d. Customer Base
- e. Brand Trust

Startup Scenario

Responses may vary but could include some of these ideas.

Prospecting Strategy	Door-to-door asking, distributing flyers, putting up posters, using social media, asking friends and family, etc.
Building a Customer Base	Offer a first-time customer discount, create loyalty programs such as a free service after 3 sessions, emphasize customer service with a happy and helpful attitude and the obvious care of customer pets, etc.
Customer Retention Techniques	Follow up with customers, offer regular discounts for repeat customers, personalize service to the specific needs of the pet, etc.
Pull Marketing Strategies	Engage on social media by posting before-and-after photos of groomed pets, get customer testimonials, offer a free pet grooming demonstration at a local pet event, etc.

Future CEO's Insight

Responses may vary but should include some or all of these ideas.

Trey's success with Clean Crews shows that high-quality service and good customer relationships are key to business growth. By making sure his customers were happy, he got a lot of referrals, which helped him find new clients without spending much on advertising. Trey built trust by being reliable and professional, turning one-time customers into regulars. Instead of spending a lot on ads, he focused on keeping his customers satisfied, which helped his business grow while keeping costs low. This strategy highlights the importance of great service and strong relationships in building a successful business.