

Wash Location	Day	Date	Weather	Cars Washed	Members Washed	Pitches	Sales	Conversion %	Team Member(s)	Notes
Super Wash Plus	Monday			0	0	0		#DIV/0!		
Super Wash Plus	Tuesday			0	0	0		#DIV/0!		
Super Wash Plus	Wednesday			0	0	0		#DIV/0!		
				24	27	5		18.52%	Tom	
				20	14	3		21.43%	Tom	Suprisingly busy considering the weather
				46	24	6		25.00%	Kim & Rob	
Super Wash Plus	Sunday	1/4	Cloudy	65	22	43	11	25.58%	Kim	Not a great weather weekend
				220	112	108	25	23.15%		
				97	63	64	12	1.75%	Tom	
				0	0	0	0	#DIV/0!	CLOSED	Awful rain today! Got cleaning done
				33	50	13		2.67%	Tom	
				79	21	58	16	2.59%	Tom	Tom was awesome today!
				117	40	77	13	1.88%	Tom	Tom left early, I covered him at 2pm on
				37	20	20		2.69%	Tom & Rob	
				143	63	15		25.40%	Kim	
				123	64	23		22.36%	Kim	
				118	78	16		9.00%	Tom	Terry's first solo shift.
				12	12	11		6.40%	Tom	Terry is trying. Needs positive reinforcement.
				12	12	11		11.11%	Tom	Bad weather all day
				4	4	4		0.00%	Kim	
				123	123	123		100%	Tom	Tom was awesome today!

BUSINESS BY SEAN PASHLEY

DEVELOPING A STRUCTURED SALES PROCESS



Transform inconsistent sales activity to a dependable growth engine.

Walk through a busy carwash on a Saturday morning, and you'll likely see the same scene play out again and again. Cars stack up in line. Attendants greet drivers. The wash tunnel hums along at full speed. Somewhere in the middle of that activity, a quick conversation happens:

"Are you interested in joining our unlimited program today?"

Sometimes the customer says yes. Sometimes he or she says no. Often, the moment passes without the question being asked at all.

For many operators, membership sales still happen this way — sporadically, inconsistently and largely dependent on the individual employee working that shift.

They hope their teams will mention it. They hope customers will ask. They hope the numbers will grow.

Hope is not a strategy.

A structured sales process is what transforms membership sales from inconsistent bursts of activity into a dependable engine that drives growth month after month. And that process begins not with scripting or closing techniques but with belief.

START WITH BELIEF: THE WHY AND THE WIIFM

Membership culture is built from the inside out. Before your salespeople ever speak to a customer about joining, they must understand two things: the "why" behind memberships and the "what's in it for me" (WIIFM).

The "why" is straightforward but powerful. Customers today are looking for value. With rising costs across nearly every household expense, consumers are increasingly drawn to predictable, bundled pricing. An unlimited membership offers convenience, savings and simplicity. It removes friction from the buying decision.

Members also tend to be happier customers — 12% happier specifically, according to International Carwash Association's (ICA) 2026 Q1 Pulse Report. They wash more frequently. They take pride in maintaining their vehicles — often some of their most valuable assets. And there is something undeniably positive about driving a clean vehicle. It improves mood, confidence and perception.

When your team understands that selling a membership is not about "pushing a plan" but about delivering value and improving the customer experience, the conversation changes.

Then comes the WIIFM — or in this case, what's in it for your salespeople?

Membership sales create a financial upside through commission and bonus opportunities, but the benefit goes deeper than pay. Members are familiar faces. They are quicker to process. They are often more forgiving if something goes wrong. Conversations become easier — discussions about last night's game, local events or shared interests. Heck, many of our members give the team holiday gifts.

Perhaps most importantly, recurring





revenue keeps independent and family-owned washes competitive in a marketplace crowded with large brands and sophisticated marketing budgets. When your team members realize that memberships help protect the business — and their jobs — they begin to take ownership.

Belief creates buy-in. Buy-in creates effort.

MOTIVATION IS NOT AN EVENT – IT'S A CULTURE

Once your team understands why memberships matter, motivation becomes the next pillar of a structured process.

In my experience, the most effective compensation structure blends immediate reward with long-term incentives. A commission paid per sale keeps energy high throughout the shift. Tiered bonuses for hitting defined goals create focus and drive consistency.

Selling should feel exciting. It should feel like winning.

Never underestimate the power of recognition. A crisp high five. Public praise in front of peers. A manager who celebrates a strong hour of performance. These seemingly small moments compound over time and create a culture where selling feels valued rather than dreaded.

Leadership in this environment is clear: Educate, motivate and reward. That is the role. When leaders treat sales as an afterthought, teams follow suit. When leaders treat sales as a skill and a priority, teams rise to the standard.

TRACKING CREATES ACCOUNTABILITY

No structured sales process is complete without disciplined tracking. Data transforms emotion into clarity.

A basic daily conversion tracker is all that is required. Each

EverWash Member			
Conversion %-	Conversion is the percentage of sales made versus pitchable		
Pitchable Vehicle-	A pitchable vehicle is one that does not currently have mem		
Vehicle-	A vehicle that washes at your location during a shift.		
Conversion Tracker	The Conversion Tracker is used to track your success each sh		
Vehicles Washed	minus	Members Washed	equ
Conversion			
What should my conver			
10% Minimum Range		12 to 15% Good Performance	
History shows us that 10% is the bare minimum expectation. This is usually easily accomplished if you simply pitch every car.		This is accomplished with some effort and focus added to pitching every car.	

day, record total cars washed, members washed and new memberships sold. From these numbers, your conversion rate emerges. That percentage tells the story.

I also recommend noting weather conditions and which employees were on shift. Over time, patterns become visible. You will see who excels in certain conditions and when performance dips. The more information you can compile, the better.

Visibility is critical. A dry-erase board displaying the daily “batting average” keeps performance front and center. When managers update the board each morning, they accomplish two things: They involve themselves directly in the sales process, and they communicate to the team that conversion matters.

Personally, I aim for at least a 20% conversion rate. Nationally, that is a significant number. At our wash, we have sustained 40% monthly conversion through a combination of exceptional salespeople and a compelling introductory offer. Those numbers are not accidental — they are measured, reviewed and reinforced daily.

When you track consistently, you remove guesswork. You know when to celebrate and when to coach.

DATE	TOTAL WASHES	NEW MEMBERS	CLOSE %	SALES REP
3-1 Sun	326	12	30%	CURTIS
3-2 Mon	118	13	61.00%	DONOVAN
3-3 Tues	Closed	RAIN	—	—
3-4 Wed	Closed	RAIN	—	—
3-5 Thurs	Closed	RAIN	—	—
3-6 Fri	97	5	55%	DONOVAN
3-7 SAT	137	6	31%	DONOVAN
3-8 Sun	207	16	31.37%	CURTIS
3-9 Mon	229	23	47.92%	DYLAN
3-10 Tues				
3-11 Wed				



by covering that person's drying position for an hour while he or she relaxes and continues earning tips. These creative rewards generate laughter, camaraderie and stories — and stories build culture.

When selling becomes a shared challenge rather than an isolated task, performance increases organically.

THE MERRY-GO-ROUND EFFECT

Getting a high-performing membership program established is similar to jumping onto a fast-moving merry-go-round. It is spinning quickly. It may take several attempts to get on. It requires timing, coordination and commitment.

But once you are on, the centrifugal force keeps you in place — provided you stay focused.

If leadership attention drifts, if tracking stops, if motivation fades or if development is neglected, momentum can quickly be lost. And climbing back on requires renewed effort.

Structure is what keeps the ride stable.

Educate your team members so they understand the why. Motivate them consistently. Incentivize excellence. Track performance daily. Communicate regularly. Develop continuously.

When these elements operate together, membership sales stop feeling random and start becoming predictable. And in today's competitive market, predictability is power. **PC&D**

Sean Pashley is a nationally recognized carwash membership sales trainer and consultant known as "The Car Wash Membership Guy." As vice president of partner success with EverWash, he has helped hundreds of carwashes build high-performing membership programs and trained thousands of employees to sell memberships more effectively. Pashley also operates an express exterior wash with consistent 40%-plus membership conversion, bringing real-world credibility to his training. He serves on the board of the Carwash Association of Pennsylvania and is passionate about helping operators build profitable, membership-driven businesses.