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COURSE CATALOG

COURSE CATALOG COMMUNICATION & SERVICE DOMAIN

Participants who complete these courses will be able to deliver consistently excellent service and effectively communicate to customers, staff and vendors.



COMMUNICATION SKILLS

Communicating Professionally Professional communication is essential in a fast-paced car wash environment. This course helps team members and managers communicate clearly, listen actively, and use effective verbal and nonverbal communication to reduce misunderstandings.

Consistent and Effective Communication This course teaches how to communicate clearly and professionally with both internal teams and external audiences, including customers and vendors. Learners practice choosing the right message, channel, and timing to reduce confusion, build trust, and support smooth daily operations.

Communicating Up and Down Effective managers serve as a communication bridge between leadership and their teams. This course teaches how to share key updates, risks, and solutions upward with clarity, while communicating expectations and priorities downward in a way that builds trust and confidence.

Managing Effective Team Meetings Well-run meetings keep teams aligned, informed, and focused on what matters most. This course teaches managers how to plan, lead, and follow up on meetings with clear purpose, balanced participation, and actionable outcomes.

CUSTOMER SERVICE

Basic Customer Service Principles This course introduces the foundational principles of excellent customer service, focusing on how everyday actions, communication, and attitude create positive customer experiences. By applying these principles consistently, team members and leaders alike help build trust, loyalty, and long-term customer relationships.

Creating a WOW Experience for Your Customers A clean car is expected; what customers remember is how they felt during their visit. This course teaches how to look at your wash through the customer's eyes, recognize moments that matter, and use small, intentional actions to elevate everyday service.

COMMUNICATING THROUGH CONFLICT

Managing Challenging Situations at the Wash This course equips employees with practical strategies to stay calm, read behavioral cues, and respond with empathy and professionalism when tensions run high. Learners will practice de-escalation techniques, boundary setting, and knowing when to seek support, helping them protect their team, resolve issues effectively, and maintain a positive customer experience.

Effectively Handling Damage Claims Customer complaints and damage claims are an unavoidable part of running a busy wash. This course teaches managers how to respond calmly and professionally, gather accurate information, and follow a clear, consistent process when concerns arise. Learners practice protecting the customer experience while documenting, investigating, and resolving issues in a fair and timely way.

COURSE CATALOG

TALENT MANAGEMENT DOMAIN



Participants who complete these courses will be able to effectively hire, onboard, coach and achieve outstanding performance from their employee team.

RECRUITING AND HIRING PRACTICES

Fair Hiring Practices Fair, consistent hiring is essential to building a strong team and protecting your business. This course equips managers with the knowledge and skills to conduct legally compliant, professional interviews that focus on a candidate's qualifications and a position's essential functions.

Hiring Well Through Excellent Interviewing Strong teams begin with strong interviews. This course teaches managers how to prepare effectively, ask thoughtful and job-aligned questions, communicate workplace culture, and evaluate candidates with clarity and consistency.

Building Bench Strength Through Continuous Recruiting A strong, reliable team starts long before a position opens. This course teaches managers how to stay ahead of turnover by continuously recruiting, assessing team talent, and building a proactive staffing pipeline.

ONBOARDING AND TRAINING

Onboarding Your New Hire A new hire's first day sets the tone for their entire experience at your wash. This course teaches managers how to prepare for onboarding, welcome new team members confidently, and guide them through their first steps with clarity and support.

Creating an Onboarding and Training Plan A strong onboarding experience sets the tone for every new hire's success. This course teaches managers how to design and deliver a structured, welcoming onboarding plan that supports engagement, safety, and performance from day one.

Become an Effective Trainer This course gives managers a practical, five-step training process—from assessing trainee needs to validating comprehension, coaching through challenges, evaluating performance, and reporting progress.

Cross-Training: Increase Your Total Talent This course teaches managers how to identify cross-training opportunities, select the right candidates, and create a structured plan that boosts site efficiency, teamwork, and employee engagement.

COACHING

Coaching Hourly Employees This course teaches leaders how to recognize coaching opportunities, build trust, and use practical strategies that motivate hourly employees to perform at their best. Through real examples, essential coaching

skills, and scenario-based practice, learners will gain the confidence to deliver coaching that improves performance, strengthens teamwork, and supports a high-performing operation.

Coaching Managers: Invest in Improvement Strong teams are built by strong leaders, and that includes developing managers, not just frontline employees. This course teaches how to coach managers effectively by shifting from task-focused guidance to leadership-focused development.

Strengthen Team Effectiveness High-performing teams don't happen by accident; they're built through intentional leadership. This course gives managers the tools to understand team development, motivate employees, resolve conflicts, and address barriers that cause teams to become ineffective.

Team Dynamics and Cohesiveness This course helps managers understand the factors that shape team dynamics and the role leadership plays in building trust, communication, and connection. Learners explore how to support diverse teams, navigate generational differences, resolve conflict constructively, and create an environment where team members feel united around shared goals.

PERFORMANCE MANAGEMENT

Using SMART Goals to Target Success: Clear, well-written goals provide direction, focus, and measurable progress for both managers and their teams. This course teaches leaders how to define meaningful goals, write effective SMART goal statements, create supporting objectives, and anticipate potential obstacles.

How to Set Effective Goals This learning program demonstrates how to set effective goals that will improve your managerial career, leadership abilities, team members, and car wash at large. Managers will also learn to identify and plan for potential obstacles to success.

Progressive Discipline When performance issues arise, managers need a fair, consistent, and documented approach to guide employees toward improvement. This course teaches leaders how to identify the root cause of performance problems, choose appropriate corrective actions, and communicate with employees in a constructive, solutions-focused way.

Improving Performance Through Feedback This course teaches managers how to confidently solicit input from their teams, listen actively, and respond in productive, professional ways. Through real-world scenarios and practical tools, learners

will discover how to turn both solicited and unsolicited feedback into meaningful action.

Empowering Employees Through Delegation Effective delegation is a core leadership skill that helps managers balance daily responsibilities while developing stronger, more capable teams. This course teaches managers how to distinguish delegation from micromanagement, identify meaningful tasks to assign, and match them to the right employees.

Measuring Team Member Progress This course equips managers with practical tools to assess performance fairly, identify top performers and high-potential employees, recognize strengths and skill gaps, and take action through coaching, rewards, or performance improvement plans.

The Power of Performance Reviews This course teaches managers how to prepare for and conduct meaningful performance conversations that provide clear feedback, recognize achievements, identify growth opportunities, and create actionable improvement plans.

Effective Termination This course teaches managers when termination is appropriate, how to prepare for and conduct a respectful, policy-aligned termination meeting, and how to protect team morale and operational continuity afterward.

WORKPLACE MANAGEMENT

Creating a Work Schedule: Balancing Business and Team Needs This course teaches managers how to forecast staffing needs using real business data, manage labor budgets, and build a weekly schedule that supports peak hours without overextending resources.

Understanding Policies and Resolving Issues Clear, consistent policies are the backbone of an effective car wash operation. This course helps managers understand essential HR policies, communicate expectations to their teams, and apply procedures fairly in everyday situations.

Harassment-Free Workplace This course helps managers and employees understand what harassment is—and what it is not—while recognizing the signs of a hostile work environment. Learners will explore real-world examples, understand legal and organizational consequences, and practice using the 5Ds of bystander intervention to respond safely and effectively.

COURSE CATALOG

LEADERSHIP DOMAIN



Participants who complete these courses will build skills in time management, executive presence, decision-making and problem solving to develop them into better leaders of their site and team.

Time Management Learn time management techniques to ensure that you're spending your time at the wash in the most efficient, effective way possible. Learn how to track your time and tasks and make adjustments to allow for smoother operations.

Understanding Your Leadership Style Review the five common leadership styles, and the pros and cons of each. Identify strategies to know when and how to adapt your leadership style depending on the situation.

Developing Executive Presence Learn about executive presence – what it is, why it's important, and how to have it. Discover how to understand your team members' perceptions of you, and how to act to inspire your team.

Effective Decision-Making Discover best practices for making effective decisions at your wash and for handling risk and uncertainty. Learn to prepare for and handle blowback from unpopular decisions.

Continuous Improvement Learn continuous improvement tips and techniques to ensure your wash is running in the most effective, efficient way possible, and develop a plan for optimizing your team's effectiveness.

Creating a Positive Culture Understand the importance of fostering a positive culture at your wash, and how your company's culture statement addresses the practices and attitudes your company values. Learn how to ensure the company's culture is being lived out each day through the teams you manage.

Servant Leadership Define servant leadership, understand its importance, and learn how to use a servant leader approach to tackle challenging situations you encounter at your site. Strategize a plan to integrate a servant leader culture at your wash.

Transitioning from Manager to Leader Identify the difference between being a manager and a leader, and learn strategies for tapping into your leadership potential, developing and maintaining an engaged team, and leading with vision.

Problem Solving Learn to detect, prevent, solve, and communicate problems. Discover ways to be creative in your approach to problems, and how to overcome obstacles you may encounter. Develop strategies to approach the problem-solving process from a leader's mindset.

COURSE CATALOG

SALES & MARKETING DOMAIN



Participants who complete these courses will be able to successfully identify the marketing strategies used to engage customers and drive business to their sites, as well as implement sales strategies to incentivize their team.

Marketing Fundamentals Learn basic marketing fundamentals allowing you to connect marketing activities to your operations. By learning why particular marketing activities and promotions are used, you will more effectively enhance the visibility of your site to customers.

Understanding Your Customer Understanding your customer allows you to better sell wash services, meet expectations, and articulate the unique value proposition of your location. Identify customer personas and articulate how each persona will engage with your car wash site.

Communicating Your Company's Brand Promise A brand is a promise to customers as to what they should expect every time they interact with your wash. Learn to effectively communicate and train your team members on how to exhibit the company brand promise.

Connecting Brand to Community The role your wash plays in your community has an impact on how your company is perceived. Identify opportunities for your site to be recognized within the community and assist your marketing team in those efforts.

Social Media Policy and Procedures Determine your company's social media policies and ensure you have a thorough understanding of how you engage with social media in the context of your company's brand.

Create an Unbeatable Sales Team Building an unbeatable sales team starts with leadership. In this course, site managers learn how to create consistent, customer-focused sales experiences by reinforcing a help-first mindset, aligning conversations to the customer journey, and coaching clear, confident communication.

Overcoming Sales Objections In this course, learners will identify common objections, apply a simple framework to respond effectively, and build confidence in handling real sales conversations—while maintaining a positive, pressure-free customer experience.

Setting Effective Site Sales Goals for Your Teams This course equips site managers with the skills to set effective, realistic sales goals that drive performance at the wash level. You'll learn how to translate company targets into clear, actionable priorities, structure goals using the SMART framework, and break them down into achievable milestones. The course also focuses on identifying the KPIs that matter most and using performance data to coach your team, reinforce the right behaviors, and sustain long-term results.

COURSE CATALOG

FINANCE & OPERATIONS COURSES



Participants who complete these courses will gain skills in business fundamentals, financial management and reporting, daily operating systems and procedures and wash quality.

FINANCE

Introduction to P&L Statements Designed to assist owners and managers in comprehending the financial well-being of their car wash, this course aims to pinpoint both strengths and weaknesses of the business, enabling them to strategically plan for future expansion and increased profitability. Upon completion of the course, learners will have a deeper understanding of a profit and loss (P&L) statement, including its key components and terminology, and be able to calculate and analyze revenue and expenses to make informed decisions for their wash.

Understanding Fixed vs. Variable Costs This course provides car wash managers with a comprehensive understanding of fixed and variable costs, including how to calculate these costs and understand their impact on profitability. Learners will utilize cost analysis techniques to make informed business decisions.

Your Role as Site Manager in Financial Performance This course equips site managers with the understanding and skills needed to manage the financial performance of their site(s). They will learn budgeting and cost control, explore strategies for revenue generation and analysis of financial data, and apply financial management techniques to improve their site's performance.

OPERATIONS

Creating SOPs and Checklists to Increase Operational Efficiency This course equips managers with an understanding of the importance of standard operating procedures (SOPs) and checklists for their operation. Upon completion, learners will be able to identify key processes, create and implement these SOPs and checklists, and develop strategies for quality control.

How a Conveyor Car Wash Works This course is designed to provide new car wash managers an understanding of how a conveyor car wash works. Learners will become familiar with the key components and processes of a conveyor wash and learn to troubleshoot and optimize the performance of their wash for smooth operations.

Implementing a Car Wash Safety Program Upon completion of this course, managers will understand the importance of safety in a car wash environment, develop strategies for implementing and maintaining a safety program, and ensure compliance with safety regulations and standards.

Inventory Management This course provides managers with the necessary knowledge and skills to effectively manage inventory. Participants will learn various inventory control methods and applications, strategies for demand forecasting and stock replenishment, and how to measure and evaluate inventory performance.

Managing, Implementing, and Conforming to SOPs Upon completion of this course, managers will understand the importance of standard operating procedures (SOPs) and how to monitor them to ensure compliance. They will gain practical knowledge on implementing, evaluating, and managing SOPs to ensure consistent, high-quality operations.

Optimizing Wash Quality Upon completion of this course, managers will understand key factors that contribute to wash quality, strategies to optimize the wash process, and techniques to ensure the wash is producing clean, dry, and shiny cars. Implementation of these skills will enhance customer satisfaction and increase profitability by reducing rewash rates.

Optimizing Workflow and Efficiency This course is designed to teach managers how to streamline operations, improve productivity, and enhance customer satisfaction. By learning to identify bottlenecks and inefficiencies, participants will be able to implement strategies to streamline workflow and utilize technology and automation to enhance efficiency.

Preventative Maintenance This course provides car wash managers with the knowledge and skills necessary to implement effective preventative maintenance procedures. Learners will gain an understanding of regular maintenance, including how to identify common issues and develop strategies to prevent breakdowns and costly repairs, how to properly inspect, clean, and lubricate equipment, and proper record-keeping.

Understanding Car Wash Chemistry This course aims to equip managers with the principles of car wash chemistry, including the types and functions of each chemical, the chemical process, and the impact of the chemicals on a vehicle's surface. Participants will also learn effective chemical management strategies and safety in handling chemicals.

Using Reporting to Optimize Site Performance This course will develop a manager's expertise in analyzing, maintaining, and reforecasting reports and financial data. Learners will practice techniques for maintaining accurate and up-to-date financial records and identify key performance indicators (KPIs) to enhance the overall performance of their site.

IGA and LEAD sets the standard for how an industry association brings real solutions and resources that help propel our business forward.

Michael Bennett, Car Wash Operator



COURSE CATALOG

SAFETY COURSES



Participants who complete this course will be able to establish clear protocols, identify hazards, prevent incidents, and respond the right way, so teams stay safe and sites stay productive.

Basic Wash Safety Safety is especially important in a car wash environment where vehicles and equipment operate in close proximity. This course will help you learn to identify potential hazards, locate basic safety equipment and know when to use it, and follow basic accident prevention strategies. This course will also help you to understand your site's emergency action plan.

Bloodborne Pathogens Bloodborne pathogens (BBPs) are infectious microorganisms found in human blood and other bodily fluids and can cause a variety of infections and diseases. While working at a car wash, you may encounter situations that expose you to blood, sharp items, or other potentially infectious materials. This course will outline the risks that BBPs pose and teach you proper safety protocols and universal precautions to avoid exposure.

Chemical Safety Understanding the chemical hazards that exist at your wash and how to keep yourself safe is an essential part of the job. This course will emphasize the importance of safety and safe handling practices, including storage and disposal, and the steps that should be taken in the event of an emergency.

Contributing to a Safety-First Culture A safety-first culture at your wash is crucial to not only keeping employees, customers, and the wash itself safe, but ensures smoother operations, customer and brand loyalty, and an overall enjoyable atmosphere at your site each day. As an employee of your wash, your actions and attitude should reflect a positive safety mindset and set the standard for the rest of your team to follow. This course will help you to assess your safety mindset and learn strategies for continuously monitor that mindset and contribute to your wash's safety-first culture.

Creating an Emergency Action Plan A well-structured emergency action plan equips managers with protocols to protect their team and their site. This course will discuss the importance of EAPs and walk through the process of creating one for your site, including communication protocols and training your team on the use of the EAP.

Earthquake Safety If your wash is in an earthquake-prone area, understanding earthquake risks to team members, customers, and the facility is crucial. This course will teach you how to prepare for and find safety in the event of an earthquake, and how to safely resume operations.

Electrical Safety Car washes rely heavily on electrical equipment to run their operation, but working with electricity comes with risks, especially in a wet environment like a car wash. This course teaches team members to be aware of the risks and safety protocols they should follow to prevent electrical shocks, fires, and equipment malfunctions. This course will also outline lockout/tagout procedures and proper response in the event of an electrical emergency.

Equipment Safety At a car wash, the constant movement of equipment throughout the day can be dangerous if you don't understand how to operate equipment safely to minimize risks. This course will outline safety measures that should be taken around equipment and steps to take in the event of an emergency.

Fire Safety Car washes present unique fire hazards that require careful attention. The combination of electrical equipment, flammable cleaning agents, and high-pressure systems creates an environment where fire risks are significantly elevated. These course teaches you to identify hazards and implement fire safety protocols, and outlines the steps to take in the event of a fire.

Ladder Safety At a car wash, team members frequently utilize ladders to access elevated parts of washing equipment, signage, and other infrastructure. This course will teach you strategies to avoid ladder-related accidents by performing ladder inspections and outlining proper use of a ladder, and steps to take in the event of a ladder accident.

Lockout/Tagout Procedures Lockout/Tagout (LOTO) procedures are critical safety protocols designed to protect employees from hazardous energy releases during maintenance and servicing of machinery. This course will emphasize the importance of LOTO and identify instances when LOTO should be performed. You'll learn how to properly execute LOTO and how to respond in a LOTO emergency.

Preventing and Responding to Workplace Violence While you are generally safe while working at the car wash, it's important to be prepared in the event that violence happens at your site. Whether it's robbery, an unstable customer, or an active shooter, this course teaches you to be prepared for an emergency, how to de-escalate a conflict before it becomes dangerous, and how to respond to violence if it does occur.

Providing First Aid When an accident occurs, it's important to be prepared to treat minor injuries and to know when to involve emergency medical services. This course will outline common injuries and their safety procedures and first aid treatments, and how to properly report accidents that happen at your wash.

Safe Lifting Techniques Lifting is an essential part of many tasks around the wash site, such as moving equipment and supplies. This course will outline risks of improper lifting and teach you proper lifting technique.

Slips, Trips, and Falls Slips, trips, and falls are among the most common workplace injuries in a car wash environment, where wet and slippery floors create potential hazards. This course teaches hazard identification, outlines proper safety protocols avoid these accidents, and teaches you how to properly respond in the event of an accident.

Staying Safe in the Cold Working at a car wash means working outdoors, and in winter months with cold temperatures, it's important to take measures to stay warm and avoid prolonged exposure to the cold. This course outlines the hazards of working in the cold and teaches you to identify symptoms of cold-related injuries and how to react in an emergency to keep you and your team members safe and your operation running smoothly.

Staying Safe in the Heat Working in high temperatures is not only uncomfortable, but can be dangerous if you're not careful. This course outlines heat-related illnesses and stresses and teaches you to identify heat stress symptoms to keep yourself safe in a hot environment. The course also teaches steps to take in a heat-related emergency.

Substance Abuse Safety Substance abuse in the workplace is a critical issue that can significantly impact safety and productivity, especially in a car wash, where physical labor, heavy machinery, and a fast-paced environment are involved. This course teaches the dangers and signs of substance abuse, how to demonstrate accountability for being sober at work, and what to do if you suspect substance abuse is happening.

Tornado Safety If your wash is in an area prone to tornadoes, it's important to understand the damage and danger tornadoes pose to the safety of your team members, customers, and the site itself. This course teaches tornado preparation strategies, how to identify warning signs, and safety protocols you should follow in the event of a tornado and its immediate aftermath.

Understanding Safety Data Sheets Safety Data Sheets (SDS) provide detailed information about chemicals used in a car wash, including safe handling practices, hazards, and emergency procedures in the event of an accident. This course teaches you how to understand and follow SDS to ensure safety of everyone on the site.

Using Power Tools Safely In a car wash, there are all kinds of power tools that you may use on a regular basis. Whether you're cleaning or performing maintenance or repair, this course will teach proper, safe use, including safety checks and post-use care and maintenance.

Vehicle Safety At a car wash, there is constant movement of vehicles throughout the day, so safety needs to be top of mind. This course teaches proper vehicle handling to minimize risks, safety procedures when loading and in the parking lot, and steps to take in the event of an emergency.

Preparing Your Site for a Hurricane This course outlines a hurricane's impact on your wash and discuss how to prepare your team and your site for a hurricane. You'll also learn steps to safely reopen after a hurricane.

Preparing Your Site for a Wildfire This course outlines a wildfire's impact on your wash and the operational adjustments you may need to make based on air quality and environmental conditions. You'll learn how to prepare your site for wildfire impact and discuss steps for post-wildfire recovery.



Fast Track Your Training

- 40+ pre-built customizable courses
- Easy brand personalization
- Built-in quizzes & interactivity
- Seamless launch inside Learner Mobile

CUSTOMIZABLE COURSES SALES

21 customizable sales courses across two tiers - frontline and manager-level coaching
- built with real operator input and designed to drive sales performance.

FRONTLINE

Sales Foundations for Greeters Greeters play a key role in shaping the customer experience at the wash. This course covers the fundamentals of sales at the paystation, focusing on understanding customer needs and guiding conversations in a helpful, customer-first way. Learners will also build skills in clear communication and maintaining a positive, professional attitude in every interaction.

Recommending the Right Wash Package Learn how to confidently recommend the right wash package by quickly assessing a vehicle's condition and matching it to the best solution. This course teaches frontline team members how to identify common contaminants, communicate recommendations clearly, and guide customers in a helpful, non-pushy way. By focusing on the vehicle's needs and delivering a better experience, learners will build trust and improve customer satisfaction.

Confident Upselling at the Paystation Learn how to upsell confidently at the paystation without coming across as pushy. This course teaches greeters how to read customer cues, present options clearly, and know when to step back—so every interaction feels helpful, respectful, and professional.

Professional Communication at the Paystation This course teaches paystation greeters how to use clear, professional language, a friendly tone, and positive body language to create a welcoming customer experience. Learners will build confidence in communicating with customers, representing the wash's brand, and maintaining professionalism—even during busy or challenging interactions.

Unlimited Club 101 This course introduces team members to your unlimited club membership program, including how it works, the value it provides to customers, and the policies that support it. Learners will also build confidence addressing common misconceptions and discussing memberships in a clear, helpful, and no-pressure way.

Handling Price Questions with Confidence This course helps frontline team members navigate pricing conversations with clarity and professionalism. Employees will learn how to explain value, respond to common price questions, and maintain a calm, customer-focused approach—without sounding defensive or pushy. This course emphasizes clear communication and confidence to create better customer experiences and stronger long-term trust.

Reading Your Customer and Adapting Your Approach Learn how to read customers and adapt your approach for more effective sales interactions. This course teaches how to recognize verbal and nonverbal cues, identify common customer patterns, and adjust communication style in real time. By developing these skills, learners can create more personalized experiences that build trust and drive better results.

Translating Features into Benefits Learn how to turn car wash features into clear, customer-focused benefits that make value easy to understand. This course teaches greeters how to communicate what matters most, avoid overwhelming customers, and explain your services with confidence. When customers understand the value, decisions feel easier — and sales feel more natural.

Selling During Busy, Slow, or Weather-Impacted Periods Learn how to adapt your sales approach to match real-world conditions at the wash. This course teaches how customer behavior shifts during busy periods, slow times, and changing weather—and how to respond with the right message at the right time. By staying flexible and focused, greeters can protect the customer experience while maximizing every sales opportunity.

Ending the Sales Interaction Positively Learn how to close every customer interaction with confidence and professionalism — whether the answer is yes or no. This course teaches greeters how to leave a positive final impression, keep the door open for future opportunities, and maintain a steady, customer-focused attitude. Build the habits that turn everyday interactions into repeat business.

Turning Promotions into Conversations Learn how to turn promotions into natural, effective sales conversations. This course shows how to introduce offers at the right moment, explain them clearly, and connect them to what the customer needs, so promotions support recommendations instead of replacing them.

CUSTOMIZABLE COURSES GUEST EXPERIENCE EXCELLENCE

Customizable courses that train frontline employees across to deliver a consistent, high-quality guest experience at every touchpoint - from arrival to departure.

Helping Guests Pay for Services This course prepares team members to greet guests with confidence, guide them through wash options using benefit-focused language, operate the pay station smoothly, and handle memberships, coupons, and payment questions with ease.

Creating Memorable Guest Moments This course helps team members recognize everyday opportunities to go above and beyond, from reading guest cues to delivering small, thoughtful gestures that leave a lasting impression.

MANAGERS

Observing and Diagnosing Sales Opportunities Learn how to observe customer interactions with purpose and identify where sales opportunities are gained or lost. This course helps managers recognize decision moments, spot missed opportunities, and identify patterns so you can better understand what's driving sales performance at their site

Coaching Unlimited Plan Performance Learn how to coach your team to improve unlimited club performance through consistent, effective membership conversations. This course helps managers observe behaviors, provide targeted coaching, recognize progress, and build a positive sales culture—without relying on pressure-based tactics.

Running Effective Sales Huddles Sales huddles are one of the most effective ways to keep your team focused, confident, and ready to engage with customers. In this course, managers will learn how to plan and lead short, impactful huddles that reinforce priorities, build sales skills, and keep your team motivated. Learners will walk away with a simple, practical approach to use every day to drive stronger sales performance.

Using Sales Data to Coach Performance Learn how to use sales data to guide effective coaching without overwhelming your team. This course shows managers how to focus on the right metrics, identify meaningful patterns, and turn data into simple, actionable coaching conversations that improve performance.

Managing Sales Performance and Accountability This course helps managers reinforce sales expectations and address repeated missed opportunities with their team. Learn how to move beyond coaching, hold greeters accountable in a clear and constructive way, and reinforce expectations when performance doesn't improve. Learners will also explore how to maintain a positive sales culture while improving results.

Coaching Frontline Sales Behaviors Learn how to coach frontline sales behaviors that drive real results. This course helps managers observe effectively, deliver clear and supportive coaching, and build a consistent rhythm that improves performance over time.

Understanding Sales Metrics Sales metrics provide valuable insight into how a site is performing and where opportunities may be missed. In this course, managers will learn how to interpret key metrics, recognize performance patterns, and connect data to daily operations. By using metrics to guide staffing, scheduling, and coaching decisions, customer engagement can improve, driving more consistent sales results.

Reinforcing Sales Training Through Daily Operations Reinforcing sales training doesn't require long meetings or additional programs; it happens through everyday actions. In this course, managers will learn how to use daily observations, team huddles, coaching, and recognition to keep key sales skills active. By consistently reinforcing the right behaviors, learners can help your team build confidence, improve performance, and create a positive sales culture.

Training and Onboarding Greeters for Sales Success This course helps managers effectively train and onboard new greeters for sales success. Learn how to set clear expectations, model strong customer interactions, and guide new team members through observation, practice, and feedback. By structuring onboarding intentionally, learners can build confident greeters who deliver great customer experiences and contribute to consistent sales performance.

Staffing and Scheduling for Sales Success Staffing and scheduling decisions have a direct impact on a site's sales performance. In this course, managers will learn how to align staffing with customer traffic patterns, prioritize high-opportunity sales windows, and ensure consistent customer engagement throughout the day. By approaching scheduling as a sales strategy, learners can maximize both operational efficiency and revenue growth.

Handling Guest Complaints with Professionalism Not every guest interaction goes perfectly—but every complaint is an opportunity to build trust. This course teaches team members how to listen without reacting, respond with empathy, take appropriate action, and know when to escalate concerns.

The Parking Lot Experience This course prepares team members to keep vacuum stations and guest-use areas clean, stocked, and welcoming while offering support in a way that feels helpful, not intrusive.

Loading Vehicles with Confidence This course trains team members to load vehicles safely and smoothly using clear hand signals, confident body language, and calm communication. From guiding guests over the track to signaling neutral and responding under pressure, employees learn how to protect safety, maintain flow, and create a reassuring, professional start to every wash experience.

CUSTOMIZABLE COURSES

ONBOARDING ESSENTIALS

Customizable Day 1 content designed to give every new hire a structured, branded introduction to your operation, your values, and your expectations.

Welcome to [company name] This customizable onboarding course introduces new team members to your company's story, mission, values, and culture. It helps employees understand how each role contributes to the guest experience while reinforcing expectations around service, teamwork, and professionalism.

Our Core Values in Action Values aren't just statements on a wall—they shape how teams serve guests and support one another every day. This course brings your core values to life by connecting them to real-world behaviors and on-the-job scenarios.

Understanding Our Services & Packages

Confident service starts with knowing what you offer. This course equips team members to clearly explain wash packages, highlight key features like wheel cleaning, wax, and ceramic coating, and match services to each guest's needs using benefit-focused, pressure-free language.

Uniform Policy & Personal Presentation

Professionalism starts before a single word is spoken. This course outlines company dress standards, grooming expectations, and daily self-check practices that help team members arrive shift-ready and safety-conscious.

Location Tour & Overview

This course provides a guided overview of a typical drive-through car wash layout, including the paystation, tunnel, parking lot, and employee-only zones. By understanding how each area functions and supports the guest journey, team members are better prepared to navigate safely, communicate clearly, and deliver efficient, high-quality service at any location.

CUSTOMIZABLE COURSES

ROLE-SPECIFIC TRAINING

Customizable courses built for specific car wash positions - covering the exact skills, safety protocols, and and service expectations each role requires.

The Greeter This role-specific course trains team members to use sales scripts naturally, adjust their approach based on guest cues, confidently handle objections, and operate the paystation accurately and efficiently.

The Loader This role-specific course teaches the step-by-step loading process, standardized hand signals, vehicle-specific adjustments, and proper use of retract settings to protect both equipment and vehicles.

The Parking Lot Attendant This role-specific course outlines daily, weekly, and monthly maintenance responsibilities, proactive site inspections, and safety best practices around vehicles and equipment.

Tunnel Operations & Team Coordination This course explains how the tunnel system functions from entrance to exit, outlines each team member's role in maintaining flow and quality, and reinforces clear communication protocols between greeters, loaders, captains, and leads.

Cross-Training Opportunities This course highlights the value of learning multiple roles across the site, outlines what's expected when stepping into a new position, and provides practical guidance for approaching cross training with confidence and a growth mindset.

CUSTOMIZABLE COURSES

TROUBLESHOOTING AND PROBLEM-SOLVING

Customizable courses that prepare frontline employees to identify, troubleshoot, and resolve common operational challenges on the job.

Parking Lot Safety & Service Mindset This course teaches team members how to navigate around moving vehicles, prevent slips and falls, identify and address hazards, and use proper signage to protect both guests and coworkers.

Vacuum Operations & Area Maintenance The vacuum area plays a critical role in shaping a guest's final impression. This course trains team members to troubleshoot common suction issues, inspect and clear hoses, replace bags or filters safely, and know when to escalate equipment concerns.

Cleanliness & Consistency This course teaches team members how to spot-check key exterior areas before guest exit, identify signs of poor rinse or drying performance, and recognize patterns that may signal equipment issues.

Loading Challenges & Safety Issues Even with a strong loading process, unexpected situations can arise. This course prepares team members to identify and respond to common tunnel entrance risks, including non-neutral vehicles, guest panic, improper gear selection, and off-track entry.

Paystation Troubleshooting The paystation is one of the first and most important touchpoints in the guest journey. This course equips team members to confidently troubleshoot common issues such as card reader errors, frozen screens, coupon problems, and account recognition glitches. It also covers verifying unlimited plans and loyalty accounts, safely rebooting hardware, and knowing when to escalate technical concerns—helping teams keep lines moving while delivering calm, professional service under pressure.