

Detailing Referral program and D2D sample script

Referral text/DM

- Hey [client name], Reyes Auto Detail has a promotion going! Refer a family/friend and get \$15 off your next quick detail or \$30 off a maintenance detail. Your referral will also receive a \$10 discount. Just show us proof that they scheduled to redeem this offer.
Offer ends July 10th
- **Hey** [client name], refer anyone to Reyes Auto Detail and get \$15 off your next quick detail or \$30 off a maintenance detail!
Your family/friend will also get \$15 off as a first-time customer! Just show us proof of their scheduled detail to redeem this offer. Thanks!
Offer ends July 10th

D2D

- Good afternoon, my name is [door knocker], I just finished detailing your neighbor's car a couple of houses down/next door and noticed how well-kept your home is. You must put that much attention to your vehicle too, right?

When was the last time you had your car detailed? (wait for the homeowner to answer)

Since I'm already in the area, I'd love to offer you \$40 off our maintenance detail if you lock in a date today.

We come to you! So it can be here or wherever is convenient.

Would morning or afternoon work better for you?

(discounts will be determined by the auto detailing owner)