



Case Study #3: Car Wash



"We encountered the Myrrh team after hearing about another member of our enhancement group's positive experience. After our first day together, while discussing the challenge we were having with an outdated incentive model, it was obvious Chris, and his team knew exactly what to do and how to execute it. They quickly helped us restructure and recommunicate an effective new incentive and enhanced sales process across all our markets. Most impressively, over our partnership, they also helped develop our training manager into a highly competent, revenue-driving leader."

**- Ron Benderson, President
Delta Sonic
New York**

Profile:

- Multi-site, multi-city car wash, oil change, C-store, and fuel industry leader
- Highly developed sales culture
- 29 locations in Buffalo, Rochester, Syracuse, Chicago, and Erie, PA

Challenges:

- Highly-complex sales incentive was obsolete, ineffective
- Sales process was beginning to produce service blowback from guests
- Internal leadership did not have the competencies necessary to break through longstanding revenue ceiling, exceed past best performance
- Family Owners held strident and varying views on how to proceed



Approach:

- Two-year revenue-building partnership, plus three-month extension to focus on competency transfer
- Monthly recurrent visits and remote support, ten days per month
- Mentored training manager and crystallized Chief Revenue Manager role
- Create regional sales management infrastructure in New York and Illinois for eventual assumption of Myrrh roles and support
- Deployed curriculum designers, platform speakers, and heavy on-the-drive coaching presence

Partnership Impacts:

- Reengineered obsolete incentive and introduced additional sales metrics
- Worked with IT to design new performance reporting
- Mentored the 100% female leadership team (four personnel) which assumed the Chief Revenue Officer and support positions, still held after seven years without the need of additional outside assistance
- Introduced a comprehensive new training curriculum (eight courses)
- Delivered new classroom training Company-wide to rave reviews and an average feedback score of 4.83 on a 1-5 Client satisfaction scale
- Unified the three family owners behind a cohesive sales message and effort