
**ADDING
Q LUMINAURA®
TO YOUR MENU**



LUMINAURA®

A SHINE YOU CAN FEEL

**THREE REASONS WE SUGGEST CREATING A NEW PACKAGE
WHEN ADDING Q LUMINAURA® TO YOUR MENU**

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SUGGESTED IMPLEMENTATION

The easiest way to incorporate Q Luminaura® into your current wash menu is to simply add a new premium package featuring Q Luminaura®. This can be done for your standard menu as well as your monthly pass program. Finally, add Q Luminaura a la carte for customers that prefer to design their own package.

3 REASONS WE SUGGEST THIS APPROACH

NO CHANGES TO EXISTING MENU BOARDS

By creating a new package, you will not need to make any changes to existing menu boards. Simply add an additional sign and you are off and running.

LIMITS CONFUSION FOR EXISTING CUSTOMERS

Keeping your existing menu offering the same will keep existing customers happy. They can continue purchasing the wash package they have become familiar with, while also being introduced to a new option.

SETS STAGE FOR QUICK WINS

While many customers will review the details of each package before purchasing, there is also a percentage of customers that will simply ask for the cheapest or best package.

By introducing a new premium package, you not only meet the quality expectations of those asking for the best package, but also generate additional revenue.



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