

# **Volcanic Sales PlayBook**

What Does Volcanic Do?

We help create, organize, and automate an In- House Membership

We help create and implement an In- House Membership program and our software will manage and automate payments and member tracking.

Our software is designed to help you track and automate a membership program, making it easier and more time efficient to manage.

Volcanic is there to help you save time with plan design, implementation, payment processing, and member tracking. Creating a more efficient and affordable way to manage a membership program.

Volcanic will build custom plans from the ground up tailored the way your shop wants. Our software will help you automate and track memberships, payments, and contract agreements. You can setup In-house financing plans. Customers can sign up either in office or through your website. We also provide quality marketing materials to help you get word out to both existing and potential customers.

## **Product Feature**

Metric Dashboard

Automatic Payments

ACH payments

Reporting & Forecasting

Plan builder

Online Enrollment

Customer Financing

Online Bill Pay

Website integration/ customer portal

Benefit tracking

Payment tracking

## **Benefits of Volcanic**

- Generates predictable recurring revenue for your office
- Creates, Organizes & automates program so your busy saves time
- Gives your business a system to Increase customer loyalty
  
- Helps your business improve cash flow
- Increases business valuation (recurring revenue)
- Saves office time
- Help create a new customer attraction/marketing strategy
- Increases profit per customer
- Helps improve quality care for customers
- Members buy more - Increases case acceptance
- Member customers spend 2-3.5X more than non members

## **Problems that Shops Face.**

- Feast and famine months
- Staff is constantly spread thin - No time to implement or grow
- DIY = paying FICA, salary, benefits Vs \$300/mo software
- Not enough customers
- Customer attrition
- Shops often Struggle with marketing
- non-recurring revenue = challenging financial system
- bad systems/poorly built systems

## **Questions to ask during initial pitch**

- How would predictable revenue help your business?
- Does your shop have feast and famine months?
- How are you making time to manage your membership program?
- Is the shop paying you enough to manage your membership program?
- Do you think your time & resources should be allocated more efficiently?
- Would you like to get more profitable customers?

- Do you find that your shop is struggling with marketing?
- Did you know that a membership program could be a fantastic marketing tool for your business?
- Does your shop have a predictable recurring revenue stream?
- (DIY) What happens if \_\_\_\_\_(Office Manager) quits? Does your membership program fall apart?
- What happens when a manual pay member/customer lapses? Is that a real membership program?
- Does it help the business create predictable recurring revenue?
- How do you like the idea of automating your membership payments?

### **Shop brings in Volcanic When:**

- When the staff is spread to thin and they need to save time
- When they have a difficult time creating and growing a auto service membership plan
- They want to give a better option to customers
- Create recurring revenue

- Stabilize Cash flow
- Increase customer Loyalty
- Increase case acceptance by 2.5X

### **Differentiators:**

**Customer Service** - We have a world class customer experience score!

**ACH payments** - We allow you to automate payments with a bank account which is more stable and less problematic

**Credit Card Decline Minimizer** - We automatically monitor every credit card and if it declines we work with visa, master card and others to automatically update the payment info, this will save you time collecting declined cards.

**Payout Reports** - You will save time and energy reconciling all the subscription payments.

**Robust reporting** - Our dashboard allows you to track recurring revenue Active members, forecasting reports and payout reports to easily reconcile payments.

**Benefit Tracking** - We allow you to track all benefits received by customers and they can see their benefits that have been used In the customer dashboard

**In-house Payment Plans** - Allows you to create simple automated monthly plans from.

**Bill Pay** - Allows you to create a simple page on your website to collect one time payments from service 24/7.

**Customer Funded** - We are not backed by investors, we are backed by you. In order for us to succeed we need to listen to you and help you succeed.

**Flexible payment options** - Monthly, yearly payments and tracking. Most competitors are forced to do monthly only.

**Continued education** - We offer the Volcanic university with courses about creating and growing a automotive membership program. We also provide your office with a dedicated success rep that can do one on one consultations and weekly webinar courses.

**Plan customization and support** - we help you customize your plans to your shop and help you set everything up.

**Branded to your shop** - This is your plan, we help you brand it to your shop. It is not a 3rd party, our other competitors will force you to use their pricing and discounts.

## **Share MOST IMPORTANT INFORMATION first**

- What makes Volcanic really different from any other company is that it provides you the tools to manage and automate a membership program, along with the people to help you grow it.