



## Food For Thought: Week of March 31, 2014

### And Many Happy Returns

You might remember last week there's a big oak tree in my back yard. Well, there's another just as big in the front yard and my driveway is right underneath it. At this time of year in Florida, my car changes color from dark grey to yellow on a daily basis (from the oak pollen). As such, I'm washing my car at least once a week lately. Hence, my quick story:

There's a Rally gas station a few miles down the road, on the way to work, and past at least six other gas stations along the way. They have a rewards program called the "Scrub Club", whereas, when you purchase gas and a car wash together, your Rally Rewards card receives a stamp. Earn eight stamps and you get a free car wash. Based on the Ultimate Wash, the reward is valued around \$7.

### So why am I sharing this with you?

-Before I answer that question, I'll share something else that dawned on me this morning. I needed gas, but didn't really need a car wash (we had a fair bit of rain last night). However, when I looked at my card, I noticed only one more stamp was needed to fill it. I went ahead and got the car wash (to get the stamp).

-Something as simple as a free car wash has turned me into one of Rally's most loyal customers. I drive past a lot of gas stations to get there. It's to where I'm buying car washes I don't need. It's become a game, a quest, now!

The Point: When you consider a customer has to purchase eight tanks of gas **and** eight car washes, is Rally really giving anything away? Absolutely not! In addition to what I do, how many other customers buy gas, a car wash **and** go inside to buy something? Rewards & loyalty programs are huge for businesses big & small. If you aren't offering something like this to your customers & lesson students, you **need** to be!

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