

SHOP OWNER PLAYBOOK

# Hiring Your \$1M Shop Closer

Most shops stall out not because the work is bad, but because the phone goes unanswered, leads fall through the cracks, and follow-up never happens. This playbook gives you the full system to hire, comp, and onboard a **Customer Experience & Sales Coordinator** who owns the front end of your business and helps you break through to \$1M.



Indeed Job Posting	1
Pre-Interview Screening	3
Interview Guide	4
Commission Structure	6
30 & 60 Day Roadmap	9
CRM of Responsibility. Log Every Lead. No Exceptions. Starting Day 1.	11
Tint & PPF Phone Script	13



1. Opening	13
2. Rapport	13
<b>Ceramic Coating Phone Script</b>	<b>16</b>
<b>CEO Responsibilities</b>	<b>18</b>



STAGE 1

## Job Posting (Indeed or others)

Customer Experience & Sales Coordinator — Tint, PPF & Detailing

*This post is written to attract people-first candidates from hospitality, retail, and service industries. You do not need to hire someone with automotive experience. You need someone who can sell with warmth and follow up without being told.*

### Compensation (internal)

\$18–\$22/hour base pay + commission. Strong performers earn \$55,000–\$75,000+ annually.

### The title

Customer Experience & Sales Coordinator — Tint, PPF & Detailing

### Degree required

None

### The post

Do you love talking to people, creating great experiences, and helping customers feel confident about what they're buying?

[Your Shop Name] is looking for a friendly, motivated, people-first team member to help customers choose the right services for their vehicle. We specialize in window tinting, paint protection film, professional detailing, and ceramic coatings.

You do not need to install film, tint windows, or perform any services yourself. Your role is to be the first great experience our customers have.

### What you'll be doing

You'll spend your day communicating with customers, answering questions, booking appointments, and helping people understand which services make the most sense for their vehicle, goals, and budget.

Your responsibilities will include:

- Answering incoming calls, messages, and appointment requests
- Talking with customers about tint, PPF, detailing, and ceramic coating
- Booking consultations and service appointments
- Following up with leads who have not booked yet



Hiring Your \$1M Shop Closer

- Keeping customer information organized and communicating with the team

### Who this role is perfect for

You do not need years of automotive experience. We can teach the services. What we need is someone who enjoys people, communicates well, and wants to win.

- Naturally friendly, upbeat, and confident on the phone
- Motivated by goals, commissions, and the ability to earn more
- Experience in hospitality, retail, restaurants, customer service, or sales
- Good at listening, asking questions, and guiding people toward a decision

*We can teach the services. What we need is someone who enjoys people, communicates well, and wants to win.*

### How to apply

Send your resume and a short note explaining why this role caught your attention. Bonus points: tell us about a time you helped a customer have a great experience.

### Why work with Your **Company Name**?

At **Your Company Name**, we care about the details. Our customers trust us with vehicles they care about, and we take that seriously. We want every customer to feel heard, educated, respected, and excited about the experience from the first phone call to the final pickup.

You'll be part of a team that values quality, customer service, and growth. If you enjoy helping people, talking cars, and being rewarded for results, this could be a great opportunity.

STAGE 2

## Pre-Interview Screening

Filter for personality and motivation before you waste time on a full interview

Every applicant answers these questions before an interview. Record the answers.

*Strong recommendation: Have them record a short Loom video ([loom.com](https://loom.com)) answering all questions, or use a video screening tool like **HireFlix** ([hireflix.com](https://hireflix.com)) or **Workable**. It's worth the investment.*

*Personality comes through on video in a way a written answer never will.*

### Screening questions

1. Tell us about a time you helped a customer have a great experience.
2. Are you comfortable answering phone calls and talking with new customers throughout the day?
3. What motivates you more: a predictable routine, or the ability to earn more based on performance?
4. Do you have experience in customer service, hospitality, retail, restaurants, or sales?
5. What interests you about tint, PPF, detailing, or vehicle protection?

### Filter down

- Keep their answers to under 2 mins, usually restricted in Hirefix or Workable
- If they didn't do the videos = Disqualification
- Question to ask yourself when watching:
  - Did they communicate well?
  - You are looking for a **people-pleaser first, commission hungry second**.
- 50-75 applicants will net you 3 high yield results

STAGE 3

## Interview Guide

Identify warmth, phone confidence, organization, coachability, and financial motivation

*If you only have 30 minutes, use the bold questions from each section below. Do not hire purely for car knowledge. Hire for warmth, follow-up discipline, comfort with money conversations, and coachability. Automotive knowledge can be trained. Natural customer care and financial drive cannot.*

### 1. Motivation & Fit

Ask: What made this role stand out to you? What kind of workday gives you energy? What are you hoping your next job gives you that your past role did not?

#### ✓ Green Flags

- **Mentions people, conversations, growth, income, or customer experience**
- Wants a role where effort leads to more opportunity
- Sounds excited by variety and customer interaction

#### 🚩 Red Flags

- Mainly wants "**something easy**"
- Seems unclear why they applied
- **Focused only on schedule** or avoiding stress

### 2. Customer Experience

Ask: Tell me about a time you helped a frustrated customer.

What do you think makes someone feel taken care of during a buying experience?

How do you build trust with someone you just met?

**Required Ask:** If you and a group are trying to pick a movie or restaurant and you disagree with the majority, what do you usually do?

#### ✓ Green Flags

- Talks about listening, patience, empathy, and follow-through
- Takes ownership instead of blaming the customer
- Understands people buy when they feel comfortable
- People pleaser if they go along with the group in a majority decision

#### 🚩 Red Flags

- Says frustrated customers are "annoying"
- Has no real example
- Thinks good service is just "being nice"

### 3. Phone & Communication

**Ask:** How comfortable are you answering calls from people you've never met?

If a customer asked "How much is tint?" how would you respond?

How do you handle someone who is rushed or dismissive?

#### ✓ Green Flags

- Comfortable talking live, not just texting
- Asks questions before giving a price
- Stays calm and curious instead of defensive

#### 🚩 Red Flags

- **Avoids calls** or prefers only text/email
- Immediately gives a flat price without learning about the customer
- **Gets flustered by direct people**

### 4. Sales & Financial Motivation

**Ask:** How do you feel about a base salary plus commission?

Tell me about a time you recommended an upgrade or better option.

Would you rather have a predictable paycheck or income that grows with performance?

#### ✓ Green Flags

- Likes the security of a base but gets excited by upside
- Sees sales as helping and guiding, not pushing
- Has examples from retail, hospitality, or service

#### 🚩 Red Flags

- **Dislikes commission** or avoids performance-based pay
- Thinks selling means being pushy
- Cannot recall a time they influenced a customer decision

### 5. Organization & Follow-Up

**Ask:** How do you keep track of callbacks and follow-ups?

Tell me about a time you managed a lot of moving parts at once.

What would you do if a lead requested info but did not answer the phone?

#### ✓ Green Flags

- Has a system — notes, CRM, calendar reminders
- Understands follow-up is part of customer care
- Does not give up after one missed call

#### 🚩 Red Flags

- Says they "**just remember everything**"
- Treats follow-up as annoying or awkward
- **Has no plan** for organizing conversations

### 6. Coachability

**Ask:** Tell me about a time you had to learn a product or process quickly.

How do you respond when someone gives you critique or feedback?

Are you comfortable role-playing customer conversations?



 **Green Flags**

- Willing to learn scripts, services, and processes
- Can receive correction without getting defensive
- Open to role-play and practice

 **Red Flags**

- **Gets defensive** about feedback
- Says they don't like scripts or practice
- Needs to feel like an expert before talking to customers



STAGE 4 — COMPENSATION

## Commission Structure

Retroactive Monthly Tiers — Recommended Model

**Base salary: \$45,000**

Commission: Retroactive monthly rate applied to all qualified collected sales for that month.

**Target at \$1M/year pace: ~\$80,000 total comp.**

*Retroactive means once your salesperson hits a tier, that rate applies to the full month. This creates a strong push to clear each threshold.*

### Monthly commission tiers

Monthly Qualified Collected Sales	Retroactive Commission Rate
\$0 – \$39,999	1.0%
\$40,000 – \$59,999	2.0%
\$60,000 – \$79,999	3.0%
\$80,000 – \$99,999	3.5%
\$100,000 – \$119,999	4.0%
<b>\$120,000+</b>	4.5%

### Example earnings at \$1M/year pace

Monthly Sales	Annual Revenue	Rate	Monthly Comm.	Est. Annual Comp
\$60,000	\$720,000	3.0%	\$1,800	\$66,600
\$80,000	\$960,000	3.5%	\$2,800	\$78,600
\$83,333	\$1,000,000	3.5%	\$2,917	\$80,004
\$100,000	\$1,200,000	4.0%	\$4,000	\$93,000
<b>\$120,000</b>	<b>\$1,440,000</b>	4.5%	<b>\$5,400</b>	<b>\$109,800</b>

### Annual performance bonus

Annual Revenue Booked/Influenced	Bonus
\$900,000	\$1,500
\$1,000,000	\$2,500
\$1,100,000	\$4,000



Hiring Your \$1M Shop Closer

Annual Revenue Booked/Influenced	Bonus
\$1,200,000+	\$7,500

### What counts toward commission

- Jobs booked from inbound calls
- Jobs booked from website leads and text follow-up
- Upsells added during the booking process
- Reactivated old leads or past customers
- Maintenance plans or recurring detailing follow-ups

### What does NOT count

- Jobs sold entirely by the owner without coordinator involvement
- Warranty work and redos
- Internal/family/friend discounts unless pre-approved
- Dealer or vendor work with significantly lower margins

*Commission is paid on collected revenue only — after the job is completed and paid in full. No commission on canceled or refunded jobs.*

### Alternative: Waterfall Commission (backup option)

If you prefer a model where each dollar is commissioned at the rate for that tier (rather than retroactively), use the waterfall structure below. This is more complex to explain but rewards consistent mid-level performance more generously.

Monthly Collected Revenue	Commission Rate
\$0 – \$40,000	1.5%
\$40,001 – \$60,000	4.5%
\$60,001 – \$80,000	6.5%
\$80,001 – \$100,000	7.0%
\$100,001+	8.0%

### Waterfall example at \$83,333/month:

Tier	Math	Commission
First \$40,000	$\$40,000 \times 1.5\%$	\$600
Next \$20,000	$\$20,000 \times 4.5\%$	\$900



Hiring Your \$1M Shop Closer

Tier	Math	Commission
Next \$20,000	$\$20,000 \times 6.5\%$	\$1,300
Remaining \$3,333	$\$3,333 \times 7.0\%$	\$233
Monthly total		<b>\$3,033</b>

STAGE 4 — ONBOARDING

## 30 & 60 Day Roadmap

Turning your new hire into the CEO of their role

*The goal is not perfection on day one. The goal is ownership, progress, coachability, and measurable improvement. By day 60, this person should own the front end of your business without being told what to do every day.*

### Days 1–30: Learn, practice, build trust

By end of day 30, your coordinator should understand the business, the services, the customer journey, and the lead process. They should be able to confidently handle basic inquiries, follow a lead process, and book appointments with support.

#### Week 1: Orientation

- Learn tint, PPF, detailing, and ceramic coating — what problems each solves and why customers buy
- Observe how calls, messages, and consultations are handled
- Learn the CRM, booking system, and lead tracking process
- Review service pages, pricing guides, photos, and videos

#### Week 2: Guided communication

- Practice call handling and discovery questions with role-play
- Learn to guide customers instead of just quoting prices
- Begin supervised lead follow-up
- Practice overcoming common objections

#### Weeks 3–4: Controlled ownership

- Handle a growing share of inbound calls and messages
- Complete daily follow-up tasks without reminders
- Begin identifying upsell opportunities
- Track: calls answered, leads contacted, appointments booked, revenue influenced

#### 30-day review: What to check

##### Green Flags

- Sounds friendly, confident, and professional
- Asking good discovery questions
- Improving from call to call

##### Red Flags

- Avoiding phone calls
- Not entering notes or tasks
- Waiting to be told every step



- Following up consistently
- Learning services and explaining value

- Giving prices without understanding the customer
- Treating this like an admin job

### Days 31–60: Own the role

By day 60, your coordinator moves from trainee to operator. They own the pipeline, follow-up rhythm, and customer communication without constant direction from you.

#### Days 31–45: Independence

- Own daily lead review and follow-up without reminders
- Handle most customer inquiries independently
- Strengthen close rate and objection handling
- Identify which leads are hot, warm, or cold

#### Days 46–60: Full ownership

- Know what leads are open and who needs follow-up
- Report booked appointments and estimated revenue influence
- Suggest improvements to scripts or follow-up messages
- Track common objections and where customers get stuck

#### 60-day success standard: They should be able to say...

- "Here are the leads I'm working and who is close to booking."
- "Here are the follow-ups I completed and the objections I'm hearing."
- "Here is what I think we can do to improve the process."

*If they cannot tell you what is happening in the pipeline without you asking, you have a training problem or a hiring problem. Address it at day 30, not day 90.*

#### Weekly metrics to track

Activity	Sales	Experience
<ul style="list-style-type: none"> <li>• Calls answered</li> <li>• Leads contacted</li> <li>• Follow-ups completed</li> <li>• Quotes sent</li> <li>• Appointments booked</li> </ul>	<ul style="list-style-type: none"> <li>• Estimated booked revenue</li> <li>• Collected revenue tied to jobs</li> <li>• Average ticket value</li> <li>• Close rate from qualified leads</li> <li>• Upsells identified</li> </ul>	<ul style="list-style-type: none"> <li>• Response time to new leads</li> <li>• Quality of notes</li> <li>• Customer feedback</li> <li>• Follow-up consistency</li> <li>• Handoff quality to production</li> </ul>



Hiring Your \$1M Shop Closer

## CRM & LEAD TRACKING

### CRM of Responsibility. Log Every Lead. No Exceptions. Starting Day 1.

Every walk-in, phone call, and form lead gets recorded.

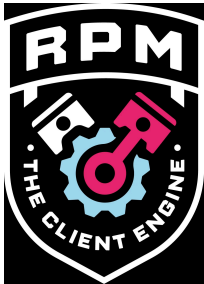
Your coordinator cannot follow up on what is not tracked. Before you hand them a phone, hand them a system.

*Every walk-in, every phone call, every form submission — logged. Same day. No exceptions. If it's not in the system, it didn't happen.*

#### Getting started: Free lead tracker (Google Sheets)

If you're not yet on a CRM, use this free lead tracker to start building the habit on day one.

Download the free lead tracker: [Click here to copy the spreadsheet](#)

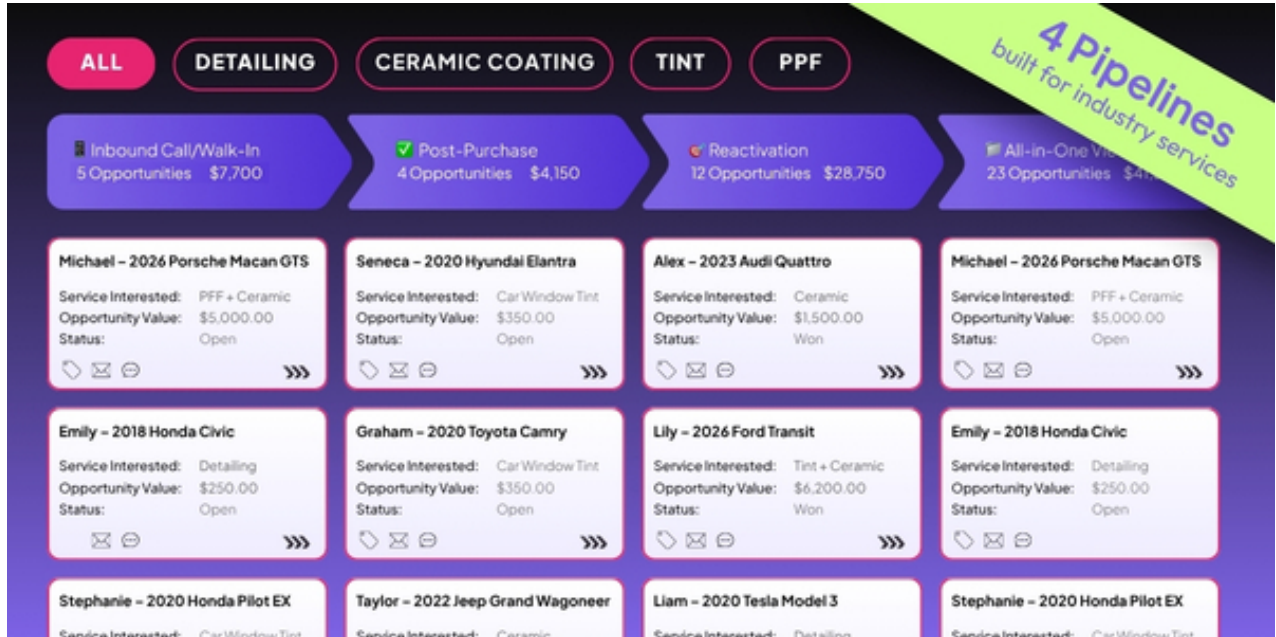


#### Shops at \$1M: Upgrade to RPM

*The Client Engine — built for tint, PPF, detailing, and ceramic coating shops.*

If your shop is doing \$1M in revenue or pushing toward it, a spreadsheet will not keep up with your lead volume. You need a system built for this.

RPM is the CRM built by Detailers Roadmap for shops like yours. It comes pre-configured for tint, PPF, detailing, and ceramic coating with automated follow-up sequences, SMS and email pipelines, lead tracking, review automation, and a two-way conversation inbox — all set up from day one.



**4 Pipelines**  
built for industry services

ALL	DETAILING	CERAMIC COATING	TINT	PPF
<b>Inbound Call/Walk-In</b> 5 Opportunities \$7,700	<b>Post-Purchase</b> 4 Opportunities \$4,150	<b>Reactivation</b> 12 Opportunities \$28,750	<b>All-in-One</b> 23 Opportunities \$41,750	
<b>Michael - 2026 Porsche Macan GTS</b> Service Interested: PFF + Ceramic Opportunity Value: \$5,000.00 Status: Open	<b>Seneca - 2020 Hyundai Elantra</b> Service Interested: Car Window Tint Opportunity Value: \$350.00 Status: Open	<b>Alex - 2023 Audi Quattro</b> Service Interested: Ceramic Opportunity Value: \$1,500.00 Status: Won	<b>Michael - 2026 Porsche Macan GTS</b> Service Interested: PFF + Ceramic Opportunity Value: \$5,000.00 Status: Open	
<b>Emily - 2018 Honda Civic</b> Service Interested: Detailing Opportunity Value: \$250.00 Status: Open	<b>Graham - 2020 Toyota Camry</b> Service Interested: Car Window Tint Opportunity Value: \$350.00 Status: Open	<b>Lily - 2026 Ford Transit</b> Service Interested: Tint + Ceramic Opportunity Value: \$6,200.00 Status: Won	<b>Emily - 2018 Honda Civic</b> Service Interested: Detailing Opportunity Value: \$250.00 Status: Open	
<b>Stephanie - 2020 Honda Pilot EX</b> Service Interested: Car Window Tint Opportunity Value: \$350.00 Status: Open	<b>Taylor - 2022 Jeep Grand Wagoneer</b> Service Interested: Ceramic Opportunity Value: \$1,500.00 Status: Open	<b>Liam - 2020 Tesla Model 3</b> Service Interested: Detailing Opportunity Value: \$250.00 Status: Open	<b>Stephanie - 2020 Honda Pilot EX</b> Service Interested: Car Window Tint Opportunity Value: \$350.00 Status: Open	

RPM — 4 pre-built pipelines: Inbound, Post-Purchase, Reactivation, All-in-One

Your sales coordinator and RPM together are your \$1M front-end machine. One converts the lead. The other makes sure nothing falls through the cracks.

Get started at RPM: [rpmsystem.io](http://rpmsystem.io)

SALES SCRIPTS

## Tint & PPF Phone Script

Build rapport first. Never lead with price. Guide to a deposit.

*Goal: Avoid giving price in the first 90–120 seconds. Build rapport, understand the customer's motivation, then guide them to either a booked deposit or an in-shop consultation.*

### 1. Opening

"Thanks for calling, this is [Name] with [Shop Name]. Who do I have the pleasure of speaking with?"

"Awesome, [Name]. What kind of vehicle are we talking about?"

"Nice — what made you choose that one?" [Let them talk.]

### 2. Rapport

"Awesome, [Name]. What kind of vehicle are we talking about?"

"Do you mind if I ask how did you hear about us, or where you are calling from today?"

"Nice — what made you choose that one?" [Let them talk.]

"Do you mind if I ask what got you thinking about [tint/PPF]?"

### 3. Permission-based transition & Rapport

"Are you looking for more comfort, privacy, appearance, protection, or a little bit of everything?"

"What are you hoping this does for you once it's finished?"

### 4. When they ask price right away

*"Totally fair question. Before I throw out a number that may not even fit what you want, let me ask two quick questions so I can point you in the right direction."*

### 5. Window tint discovery

Is heat rejection important to you, or are you mostly going for privacy and appearance?

Do you drive this daily? Kids, leather interior, anything to protect from heat and UV?

Have you had tint on a vehicle before?

Mini pitch: "The biggest thing with tint is that not all films are the same. Some are mainly for looks. Better films are built for heat rejection, UV protection, comfort, and long-term clarity. Instead of just picking the darkest option, we help you choose the film that fits how you actually use the vehicle."



## 6. PPF discovery

- Have you had paint protection film before?
- Is this a vehicle you plan to keep for a while?
- Are you mostly worried about rock chips, scratches, road rash, resale value, or keeping it looking new?
- Do you do a lot of highway driving?

Mini pitch: "PPF is basically like a screen protector for your car. Your phone screen protector takes the abuse so the actual screen does not. PPF does the same thing for your paint — it protects the high-impact areas from rock chips, scratches, and road debris."

## 7. Baseline recommendation & deposit close

"Based on what you're telling me, I'd recommend starting with [baseline package]. The easiest next step is to reserve your appointment with a deposit. That locks in your spot, and when you come in we can finalize the exact package after you see the options in person."

"Would you prefer this week or next?"

## 8. If they need to think about it

"Totally understandable. Just so I know how to help — is it more the price, the timing, or deciding which option makes the most sense?"

<b>Price concern</b>	<i>"Most people don't want to overspend, but they also don't want to do it twice. That's why we help you choose what actually fits the vehicle and how you use it."</i>
<b>Timing</b>	<i>"No problem — when were you hoping to have it done?"</i>
<b>Decision uncertainty</b>	<i>"That's exactly why coming in helps. We can show you the film, walk around the vehicle, and make the recommendation simple."</i>

## Core talk tracks to memorize

*"Before I give you a number, let me ask two quick questions so I can point you in the right direction."*

*"Are you looking for appearance, comfort, protection, or a little bit of everything?"*

*"PPF is like a screen protector for your car."*

*"The baseline package gets you protected. When you're here, we can show you what upgrading would actually do."*



*"The deposit simply reserves your spot. We can finalize the exact package when you come in."*

**BONUS SCRIPT**

## Ceramic Coating Phone Script

For shops offering ceramic as a core service — use the same rapport-first framework

*Ceramic is a higher-ticket decision. Customers are often researching, comparing, or skeptical of the price. Your job is to position it as protection infrastructure, not a luxury add-on.*

### 1. Opening (same as tint/PPF)

"Thanks for calling, this is [Name] with [Shop Name]. Who do I have the pleasure of speaking with?"

"Great, [Name]. What kind of vehicle are we talking about?" [Let them talk.]

### 2. Ceramic discovery questions

- What made you start thinking about ceramic coating?
- Is this a daily driver, a weekend vehicle, or something you're especially protective of?
- How do you currently maintain the vehicle? Do you wash it by hand, take it to a carwash, or...?
- Are you mostly focused on appearance, protection, easier maintenance, or long-term value?
- Have you had ceramic coating done before, or is this your first time looking into it?
- Are you looking at doing just the paint, or are you thinking windows, wheels, and interior as well?

### 3. Ceramic mini pitch

"Ceramic coating does a few things most people don't realize. It creates a semi-permanent protective layer over your paint that makes maintenance dramatically easier — water and dirt don't stick the same way. It also adds depth and gloss to the finish, which makes the paint look sharper than when it came from the factory."

"The bigger question is which tier makes sense for your vehicle and how you use it, because there's a significant difference between entry-level ceramic and a professional-grade coating with a multi-year warranty. That's something we can walk through in person."

### 4. Price objection — ceramic

*"I'll be honest with you — ceramic is not a cheap service, and that's intentional. What you're paying for is a coating that lasts years, not months, and protects a vehicle you've already invested a lot in. Washing it at home twice a year instead of paying for details every few months tends to pay for itself. The real question is whether it makes sense for this vehicle and how long you plan to keep it."*



## 5. Deposit close — ceramic

"The best next step is to come in for a quick consultation. We'll look at the paint condition, talk through the tier options, and give you a real number. I can reserve that time with a small deposit — it's applied to your service."

"Do mornings or afternoons work better for you?"

### Core ceramic talk tracks

*"It's not about making your car look shiny. It's about protecting what you've already invested."*

*"The difference between entry-level and a professional-grade coating is years of protection and a real warranty. That's something we can show you in person."*

*"If you're planning to keep this vehicle for the next few years, ceramic is almost always the right call."*



Hiring Your \$1M Shop Closer

ONGOING

## CEO Responsibilities

After 60 days, this is how you hold the role accountable

Once your coordinator is past the 60-day mark, shift to a bi-weekly rhythm. The goal is accountability and visibility into the pipeline without micromanaging.

### Bi-weekly sitrep (1 hour meeting)

- What leads are currently open?
- Who is closest to booking and what is the next step?
- What follow-ups were completed this week?
- What objections are coming up most often?
- What appointments were booked and what is the estimated revenue?
- What would help you close more this month?

### Track commissions together

Review commission calculations together each month. Walk through the pipeline, confirm which jobs are fully collected, and use the conversation to identify missed follow-up opportunities. This keeps both sides honest and motivated.

*Both of you show up. Hold each other accountable. This meeting is where deals get unstuck and excuses get replaced with a plan.*



detailersroadmap.com

Built for shops doing \$200K–\$1M and beyond.