





Allsup's Rewards TRAINING PROGRAM



Intro slide before V.O starts

Welcome






Row 4

Knowing your Role

Setting Expectations



- Complete Loyalty training curriculum - **Starting now!**
- Build excitement for **Allsup's Rewards soft launch Dec 7**
- Train your staff on the Allsup's Rewards Program
- Participate in a scheduled follow-up call between **Nov 19- Dec 4**
- Encourage Staff to register an Allsup's Rewards account
- Test the program
 - Troubleshoot
 - Compile and deliver feedback
- Display POP for **Allsup's Rewards for full launch Jan 1**

Row 5

Knowing your Role

- One of the most important parts of this process is going to be **your interactions** with your staff
- Everyone needs to **understand the program** and the best way to do that is to use it
- Make sure they all **register** as soon as they're able to
- **Communicate** with them about the program

Row 6

Key Dates

Today - Virtual Training Session

Nov 19 - Dec 4 - Follow-up call with district

- Answer questions
- Discuss expectations

Monday, Dec 7 - Soft Launch begins

- Program will be live in store
- Employees should take this time to register
- Troubleshoot program during this time



Friday, Jan 1 - Allsup's Rewards Program goes LIVE

- POP goes up
- Ask "Do you have your Allsup's Rewards card today?"



Rows 7-8

After Launch Expectations



- Ensure associates are offering Allsup's Rewards to all customers
- Keep team motivated
- Review materials and keep Allsup's Rewards top of mind in the store
- Monitor for fraud and abuse



Row 9

Associate Roles



Prior to launch

- Build excitement
- Understand the following:
 - Launch date of Jan 1
 - How to offer the program to customers
 - How to allow redemption of rewards
 - Where to find answers to customer questions

After launch

- Offer Allsup's Rewards program to **ALL** customers
- Encourage program use
- Assist customers
- Continue to offer exceptional customer service

Your team really needs your support!



Rows 10-11

Communication of Program

Basic Loyalty Program

Shop with us = Get rewards

Show value to your customers



Rows 12-13

Communication of Program

Don't state every perk, nail down one delivery of the program and encourage your associates to do the same

“Let me get you a new Allsup's Rewards card. Take this home and register to save 10¢ per gallon on your next visit!”

Suggestive sell

- Points earned = free items such as fountain drinks
- Savings on Marlboro as a Rewards Member

Show Excitement Be Genuine Best Interest in Customer



Rows 14-18

Communication of Program

Educate customers to encourage conversion

Don't:

- Ask customers if they simply want a card
- Give them a chance to say “no”
- Let customers who say “no” discourage you. 60% of cards handed out will not be registered

Do:

- Educate customers on savings and rewards
- Encourage customers to join loyalty program
- Sell them on the program



Row 19

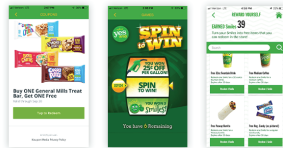
Communication of Program

- Make it a habit of asking

“Do you have your Allsup's Rewards card today?”

to every customer

- Encourage customers to enroll in the Allsup's Rewards app
- Encourage non - loyalty customers to sign up for savings!



Rows 20-26

Fraud and Abuse

Associates are **not** allowed to swipe their **own** card on **any** customer transaction
Set expectations and be very clear about this

If an associate uses their own card and obtains free product or a fuel reward
it is stealing and is grounds for **termination of employment**

If you are in need of support to address this, speak to your DM, RM or Loyalty Manager



Rows 27-29

Program Ownership

- Use the three key metrics to gauge success of the Allsup's Program in your store
- Use provided materials to help you and your associates succeed
- Show value to your customers about this program

This program needs to live and breathe in the store.
It starts with you



Row 30

Video 5 COMPLETE