



LESSONS LEARNED FROM THIS WINTER

Elevating Our Business at Every Level

PaPetroleum.org • 717-939-1781

We all survived this winter's record-smashing cold spell. We rose to the challenge with sometimes heroic effort and served our customers well. But not without serious bumps in the road for many of us. So now what? What did we learn? What can we do differently in the future? What can we do better? PPA is continuing its commitment to supporting your ability to perform at the highest levels, bringing the "Lessons Learned" workshops to your area.

Subsidized heavily with NORA funds, the "Lessons Learned" workshops will give dealers and employees the tools to create better outcomes with their customers and stronger results for their business. The training will be conducted by industry veteran and consultant Ed Cardell of Warm Thoughts Communications and will include two tracks:

Track 1 - Raising the Customer Service Bar: The mission is actually to keep the phone from ringing. The more products and services a customer buys from you, the more automated their services are, the more loyal they become, and the less likely they are to call you needing help. This session will teach your front-line customer service team how to manage conversations that will champion your offerings. Employees who attend these sessions will learn:

- ▶▶▶ **How to communicate the benefits** of budget plans, automatic delivery and service agreements.
- ▶▶▶ **How to move customers** to online ordering, bill paying and account management.
- ▶▶▶ **How to recover from a run-out** and turn a negative experience into a win. Reacting to a customer after failing them can make all the difference when it comes to customer loyalty.
- ▶▶▶ **Their role in using social media, texting and email** to get key messages to your customers.
- ▶▶▶ **The steps to selling.** It's more than just a happy "Hello, how are you?"
- ▶▶▶ **How to manage the conversion discussion** in the face of higher priced fuel and run-outs.

Track 2 - Optimizing Customer Loyalty: Best-in-class companies use best-in-class solutions to increase the quality level of both new and long-time customers. This seminar for management will focus on benchmarking your performance, implementing smart marketing and coaching your team. It will cover topics such as:

- ▶▶▶ **Hitting your optimum percentage** of budgets, service agreements and automatic delivery accounts. How do you compare to best-in-class companies and how do you get there?
- ▶▶▶ **Improving new-customer retention.** You not only served your customers but took care of a bunch of new ones. How are you staying engaged and holding on to them? Or did you just rent them?
- ▶▶▶ **Championing our heroes.** Proven methods and tools to turn your hard work into a great message.
- ▶▶▶ **Stepping up your digital presence.** How do you get your customers to conduct more of their business online?
- ▶▶▶ **Dealing with negative reviews** and focusing on reputation management during and after a crisis period.
- ▶▶▶ **Best practices for motivating your team when you need them the most.** Thanking them when they come through. Sharing the numbers and letting them know just how superb their performance was.
- ▶▶▶ **Benchmarking performance.** We all had run-outs, no heats, same-day deliveries. How'd you do against the best?

Enroll now! See reverse for dates and locations.

Reserve your spot today!

To enroll, go to: PaPetroleum.org/education-schedule/

Training dates, times and locations:

May 8, 2018

Blair County Convention Center

1 Convention Center Dr. • Altoona, PA 16602

<i>Raising the Customer Service Bar - Employee Seminar:</i>	9 a.m. to 12 p.m.
<i>Catered Lunch:</i>	12 p.m. to 1 p.m.
<i>Optimizing Customer Loyalty - Management Seminar:</i>	1 p.m. to 4 p.m.

May 10, 2018

Mohegan Sun Pocono

1280 Highway 315 • Wilkes-Barre, PA 18702

<i>Raising the Customer Service Bar - Employee Seminar:</i>	9 a.m. to 12 p.m.
<i>Catered Lunch:</i>	12 p.m. to 1 p.m.
<i>Optimizing Customer Loyalty - Management Seminar:</i>	1 p.m. to 4 p.m.

August 21, 2018

Manor House at Commonwealth

300 Tournament Dr. • Horsham, PA 19044

<i>Raising the Customer Service Bar - Employee Seminar:</i>	9 a.m. to 12 p.m.
<i>Catered Lunch:</i>	12 p.m. to 1 p.m.
<i>Optimizing Customer Loyalty - Management Seminar:</i>	1 p.m. to 4 p.m.

August 23, 2018

Holiday Inn Harrisburg

604 Station Rd. • Grantville, PA 17028

<i>Raising the Customer Service Bar - Employee Seminar:</i>	9 a.m. to 12 p.m.
<i>Catered Lunch:</i>	12 p.m. to 1 p.m.
<i>Optimizing Customer Loyalty - Management Seminar:</i>	1 p.m. to 4 p.m.

October 2, 2018

Chester County Economic Development Council

737 Constitution Dr. • Exton, PA 19341

<i>Raising the Customer Service Bar - Employee Seminar:</i>	9 a.m. to 12 p.m.
<i>Catered Lunch:</i>	12 p.m. to 1 p.m.
<i>Optimizing Customer Loyalty - Management Seminar:</i>	1 p.m. to 4 p.m.

October 4, 2018

Sands - Northampton Meeting Room

77 Sands Blvd. • Bethlehem, PA 18105

<i>Raising the Customer Service Bar - Employee Seminar:</i>	9 a.m. to 12 p.m.
<i>Catered Lunch:</i>	12 p.m. to 1 p.m.
<i>Optimizing Customer Loyalty - Management Seminar:</i>	1 p.m. to 4 p.m.

Sign up today: PaPetroleum.org/education-schedule/

If you have any questions, contact Ted Harris at 717-578-4026