

Automatic Delivery Conversion Program

Re: The purpose of the program is to convert customers from will call delivery to automatic delivery service. In addition, we will solicit customers to go on a budget payment plan and purchase a burner service contract.

Customer Service Training:

The first phase of the program will be to train customer service personnel how to convert customers. This will include how to handle objections as well as an incentive program designed to encourage conversions. See attached programs.

Reactive and Proactive Conversions:

A reactive conversion takes place when a customer calls in for a delivery and is asked to go on automatic delivery. A proactive conversion is when the customer is called (typically in the evening after a delivery in the winter months) and is asked to go on automatic delivery.

Setting Goals:

Goals should be set based on the percentage of total customers that you want on automatic delivery service. As an example, if you have 2,000 total customers and 1,000 are on automatic delivery and you want to get to 75%, then you need to convert 500 customers.

	Monthly	Weekly
Jan	80	20
Feb	70	18
Mar	50	13
Apr	15	4
May	10	3
Jun	10	3
Jul	15	4
Aug	30	8
Sep	40	10
Oct	50	13
Nov	60	15
Dec	70	18
	500	125

A Happy Customer is a Full Service Customer

Converting customers to full service products

Delivering our customers on an automatic delivery basis assures our customers that they will not run out of fuel even on the coldest days. Automatic delivery service also helps to reduce our delivery costs due to tighter routing. In addition, by routing deliveries so that customers have several days before they run out we can react quickly to sign up new customers who call us in an emergency situation. This will help us to continue to grow our business and allow us to show new customers the benefits of dealing with a full service company like COMPANY NAME.

Some customers have specific reasons why they would prefer to call us instead of having us show up to make the delivery. They may have a dog in the yard or they may want to be able to manage their finances and want to call when they have the money to pay. We believe we can still accommodate their concerns and keep the customers on automatic delivery service. We have created a list of customer concerns and ways they can continue to have the benefits of guaranteed automatic delivery while addressing their concerns.

Customers with burner service contracts tend to burn less fuel and they have peace of mind that their home will be warm even on the coldest days. Customers who have an annual tune up are three times less likely to have a mechanical breakdown than customers who do not have regularly scheduled maintenance. It is a proven fact that a well tuned burner uses substantially less fuel than one that has not had a proper tune up. At today's cost for fuel, a tune up can practically pay for itself.

Having a majority of our customers on automatic delivery helps to keep our costs down and this ends up being passed on to the customer by having lower prices than our other full service competitors. Having a burner service contract in place on a heating unit that has had a proper tune up will reduce our emergency calls and give our customers more peace of mind. This is what it means to be a full service company.

In order to encourage our employees to talk to customers about the benefits of automatic delivery and service contracts, we have developed an incentive program for both our employees and our customers. We hope that you will have fun in converting customers and we know that you will be happy in knowing that you are doing a service to our customers by encouraging them to be a full service customer.

Employee Incentive Program

“The best way to convert a customer is to ask them.”

Action	Without Customer Incentive	With Customer Incentive
Convert to Automatic Delivery Service	\$10.00 & 5 points	\$5.00 & 2 points
Burner Service Agreement	\$10.00 & 5 points	\$5.00 & 2 points
Budget Customer	\$3.00 & 1 point	NA

Bonus Points: Choose your gift



250 points

- Garmin GPS
- Apple - iPod touch 8GB MP3 Player
- 10 MP Digital Camera

500 Points

- 32 inch LCD or Plasma TV
- X-Box 360 Elite & 5 Games

1,000 Points

- 42 inch LCD or Plasma TV
- Desktop Computer (Dell or Apple)

1,250 Points

- 50 inch LCD or Plasma TV
- Laptop Computer (Dell or Apple)

Customer Incentives

We believe that the customer is best served by taking advantage of our guaranteed automatic delivery service and our burner service contract. Customers may however have concerns in trying these services. As an incentive we are offering customer promotions for a limited time.

For customers who would like to try the automatic delivery service we will send them coupons for \$100.00 in free oil. They will receive five (5) twenty dollar (\$20.00) coupons. They may use one coupon toward their last fuel delivery. For customers on a budget, they may use one coupon for a month in which they received a delivery. They may not use a coupon in a month they did not receive a delivery.

Customers should also be encouraged to sign up for a burner service contract. The savings in fuel consumption and coverage for parts and labor should justify the contract without an incentive. If the customer is still hesitant, you may offer them \$40.00 in free oil to try the service agreement. They will receive two (2) twenty dollar (20.00) coupons. They may use one coupon toward their last fuel delivery. For customers on a budget, they may use one coupon for a month in which they received a delivery. They may not use a coupon in a month they did not receive a delivery.

Customers signing up for automatic delivery and a service contract may receive coupons for both. Customers with multiple properties may receive coupons for each property.

How to Convert Customers

Ask the customer:

Can we put you on automatic delivery service?
It's free and you can still call in for oil if you think you are getting low.

If they say no, then say:

Can I ask you why not?

Other advantages you may want to mention:

We guarantee that you will not run out of oil. If for some reason you do, we will come out 24 hours a day at no charge and get you heat immediately.

Common Objections and Responses

Customer: We have a dog in the yard (or the gate is locked) so we need to call in and know when you are coming.

Response: That's fine, you can still call in, but we can put you in the computer and make a note to call you to schedule the delivery when we show your fuel level is low. This way we can both keep an eye on the tank.

Customer: My funds are a little tight and I like to know that I have the money before I order the fuel.

Response: I know what you mean. With the price of fuel these days we have a lot of customers with the same concern. Many of them have converted to our new Easy Pay program and they love it. You can pay a small amount each month instead of getting one big bill. This way you can make sure you have heat all winter, guaranteed! We can even roll in a service agreement for only \$25 a month. If you want to try it we can help you out by sending you coupons for \$100 in free oil.

Customer: I don't like it when my tank is full all summer. OR I tried that once and they filled my tank in July. I don't want to have to pay for oil in July.

Response: We can put you on our summer will call program. We only fill your tank in the cold months and then we can hold your deliveries and call you when it gets cold to see if you want to start getting deliveries again. If you want to try it for this year we are running a special where you get \$100 in free oil.

Customer: I use a wood stove and I only get one or two deliveries a year.

Response: We have several customers like you. My (Uncle, Aunt, Brother etc) does the same thing. What we do for our other wood burning customers is we come by in the fall and top the tank off and then check it again in January when we are in the area. It's better for the tank because it gets less condensation when it is full. This way if you have any problems getting to the wood, you will have peace of mind that you can turn the thermostat up and you will have heat. If you think you may be getting low, you can still call us for a delivery. This way you would still be on automatic delivery and be eligible for free service if you ran out. If you want to try it for this year we are running a special where you get \$100 in free oil.

\$20 _____ **Fuel Co.** **\$20**

Name: _____

Address: _____

You may use one coupon per delivery. Please include the coupon with your payment. Automatic Delivery service is required to use coupon. Coupon may not be used with other offers. Expires: 12/31/2011

\$20 _____ **Fuel Co.** **\$20**

Name: _____

Address: _____

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