

MPC

MIDSTATES PETROLEUM COMPANY

NEWSLETTER

Q3 / 2019

MIDSTATES 5-STAR DEALER BRAND & CUSTOMER SERVICE DINNER

Midstates hosted our first 5 star dealer award dinner in June of this month. This was a celebration of our dealers that go above and beyond to keep high standards in their store image and customer service. Thanks to our 5-Star dealers!



*Congrats to our dealers from Jr's Texaco, Calkola Chevron, Northgate Travel Plaza, SJ7, Caledonia Texaco, Eastside Chevron, Max Express, Hwy 45 Texaco, Q-Mart 1. Each of these have collected over \$700 in winnings for receiving 2 100's. *Winners not pictured on p.3*

WHAT MAKES A FIVE STAR DEALER?

The difference between a GOOD and GREAT station is attention to detail! These award winners pay great attention to detail by offering FIVE STAR CUSTOMER SERVICE! This has transformed into increased profits! Customers are willing to pay for excellent service, and they do so every day.

What do we mean by attention to detail? We all know that it's summertime, and during the summer months bugs become a major issue. Each car that pulls up to a dispenser is going to be covered in bugs. Often customers will choose to use a squeegee to clean their dirty windshield and remove all the dead bugs. Imagine their disappointment if they pull into your station and you don't have squeegees and cleaning supplies available! You just LOST a customer forever because you couldn't provide them a basic service. Ask your customers how important squeegees are, they will tell you! We want to partner in this effort with you. Our Image Associate Paul Turner will provide you squeegees, blue towels, nametags and uniforms **at cost** each time he visits your station. This is teamwork, and when we work together as a TEAM; Together Everyone Achieves More.

Remember, we pay all our Chevron/Texaco stations \$350 for every 100. That's over \$1400 at the end of the year for FREE. It pays to be GREAT, so let's be GREAT together!



Read more at midstatespetro.com/news

C-STORES EXPAND FOOD OFFERINGS

More and more people are stopping by their local convenience store to pick up dinner, [SmartBrief](#) reports. In fact, according to Datassential's Creative Concepts, modern C-Stores report that 39% of consumers want c-stores to offer meal kits in addition to prepared foods.

Part of the appeal of convenience store food is that major chains have co-opted restaurant strategy by creating unique limited time offers to drive traffic and increase sales.

BRAND MOBILE APPS

In Q3 of 2019 Midstates is focusing heavily on mobile apps for our Chevron/Texaco and Marathon customers.



By the time of this newsletter release, all of our Marathon locations will be equipped with Marathon's 'Make it Count' loyalty program with which customers can get 5¢ off of gas purchases, as well as earning points towards rewards. Spread the word! Encourage customers to download the Marathon app from the app or google play stores. If you need pump toppers or POS displays for Make it Count, contact Marathon today.

www.makeitcount.com

Chevron/Texaco is also rolling out a new mobile app that will allow customers to pay for gas from their smartphones. You may receive a call from Gilbarco or Verifone with instructions to enable the mobile payment option on your register. This app is available currently but may not have full functionality until Q4 of this year.

FINDING AND KEEPING EMPLOYEES

Fast-food chains and convenience stores are busy trying to hire and retain workers as the unemployment rate hit 3.7% in June, one of the lowest points in decades, reports Business Insider.

While some retailers have raised wages, others who can't afford to offer more hourly pay have focused on perks. Some common perks include flexible hours and career coaching. Others are coming up with new offers, such as a four-day work week, new bonus systems, or instant pay (employees are paid daily for their hours worked).



In the convenience business, you are in constant competition with fast-food chains, retail shops and restaurants for high quality, dependable and trustworthy employees. We all know the value a trustworthy employee brings to a business. What strategies are you using to keep valuable cashiers and managers? What does your employee turnover look like? How much is it costing you to constantly retrain competent workers, and to replace those that don't work out? It would be wise to develop a strategy to find and keep employees today. Visit convenience.org/toolkits to learn more.

CONGRATULATIONS!

These stations received 100% on
Quarter 1 & 2 Mystery Shops!



Q1 Winners:

Winfield Chevron
Q Mart 3
S&M Chevron
Foster's Chevron
S&J 2 Texaco
Verona Texaco
North Gloster
Quick Shop 89
MMM1

S&J 5
NJS2 Chevron
Calkola Chevron
Military Texaco
Eastside Chevron
Cottdonale Texaco
Dixon Mills Chevron
S&J 3

Q2 Winners:

AM PM Texaco
Belmont Chevron
Caledonia Texaco
Country Mart
Bait Shop
EZ Mart
Food Shop 1
Food Shop 2
Gilliam's Grocery
JR's Texaco

King's Court
MMM3
Q Mart 1
Quick Shop 37
Quick Shop 40
Quick Shop 77
Quick Shop 80
Rolling T
South Gloster
Winfield Truck Stop



Silver award winners: Brilliant Chevron, Keymart



Bronze award winners: Gilliams, MMM1, Northgate, S&J3
S&J7, Sun Express, Winfield Chevron

IDEAS TO GO

Offer Support

Offer training guides and manuals to your employees. It's nice to have the support from above. Manuals and training guides give each employee an equal chance to succeed, because everyone begins at the same starting point. Think about adding the following to your employee manual:

- Company Policies: (code of conduct, equal employment, dress code, tobacco and cell phone use, etc)
- Compensation and benefits (scheduling expectations, confidentiality of compensation, overtime, etc)
- Paid leave (vacation, sick, military leave, jury duty, medical leave, bereavement, maternity leave, etc)



In your training guide you may include:

- Point of sale basics
- What to do in case of: emergency, drive off, hazardous materials, drawer shortage, etc
- Clock in/out routine
- Cleaning routine
- Accounting practices

These are just a few examples of what you could offer in an employee manual or training guide. This lets the employee know what to expect from the first day!

CUSTOMER SUPPORT PROFILE: MICHAEL THOMAS

Michael has worked with Midstates since 2013. He helps around the office with computers, mobile devices, company website, as well as working with Passport point-of-sale systems in the field. When not working Michael enjoys spending time with his wife and two children, and working on his silky smooth jump shot.

