

LEARN HOW TO ENHANCE YOUR BUDGET PROGRAM & PROTECT YOUR FLEET

Join Angus Energy, PriMedia & Advanced Fuel Solutions for a series of seminars on everything you need to know to market and deploy a profitable budget program. You will also learn how to find hidden challenges that may be impacting your fleet's efficiency and your bottom line.



MARCH 31ST | 9:00AM – 1:00PM

MEMA Headquarters
1 Van De Graaf Drive, Suite 100, Burlington, MA 01803

>>> REGISTER AT WWW.ANGUSENERGY.COM/SEMINAR-REGISTRATION <<<

JOIN OUR THREE SEMINARS AS WE TAKE YOU THROUGH:



ANGUS ENERGY
**HOW BUDGET
PROGRAMS INCREASE
PROFITS & CUSTOMER
LOYALTY**

Presented by:
Danny Silverman



PRIMEDIA
**GETTING BUY-IN FOR
BUDGETS: MESSAGING
& STRATEGIES TO
INCREASE BUDGET
PLAN ENROLLMENT**

Presented by:
David Heiser



ADVANCED FUEL SOLUTIONS
**PROTECT YOUR FLEET,
SO YOU CAN BETTER
SERVICE YOUR
CUSTOMERS**

Presented by:
Barry Aruba + Leo Verruso



ADVANCED FUEL SOLUTIONS, INC.

See reverse side for more details

QUESTIONS? Contact

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ABOUT THE SEMINARS

ANGUS ENERGY HOW BUDGET PROGRAMS INCREASE PROFITS & CUSTOMER LOYALTY

Presented by:

Danny Silverman



Most fuel companies already offer a budget program. What you may not realize is how much it can positively affect your cash flow and bottom line. A budget program also has the power to boost your customer's satisfaction levels and their relationship with your company.

But a budget program is more than that – it is a gateway to cross-sell your customers other services and programs. A budget program also makes your customer's lives easier, in turn building trust with your company – which is not always easy to come by. Join Danny Silverman as he takes you through:

- The benefits of budget plans to you and your customer
- How to segment and identify ideal candidates for a budget program
- How a budget program can increase the conversion rate of other services and programs
- The impact CSR's have on a successful budget program
- Various ways to structure your budget program to maximize company profits and customer loyalty

Whether you already have a budget program in place or were thinking about starting a budget program, join Danny Silverman to find out great insights on proven practices for budget programs.

PRIMEDIA GETTING BUY-IN FOR BUDGETS: MESSAGING & STRATEGIES TO INCREASE BUDGET PLAN ENROLLMENT

Presented by:

David Heiser



Budget plans are great for fuel dealers – they provide consistent cash flow, virtually guarantee sales volumes, and increase customer retention. Unfortunately, company benefits won't persuade customers to enroll! You need to show customers how budget programs make life easier and use smart communications to get the message across.

Our "Getting Buy-in for Budgets" presentation outlines the messaging and tactics you need to use to increase enrollments from customers of all ages, including:

- Apps
- Online enrollment
- Automated account-specific messaging via: Texts, Push notifications, On-portal marketing, and Email blasts
- Personalized mailings
- Actual seasonal payment comparisons
- Scripts and talking points for staff
- Enrollment incentives & rewards

ADVANCED FUEL SOLUTIONS PROTECT YOUR FLEET, SO YOU CAN BETTER SERVICE YOUR CUSTOMERS

Presented by:

Barry Aruba + Leo Verruso



ADVANCED FUEL SOLUTIONS, INC.

Join Advanced Fuel Solutions for a presentation focused on the hidden challenges impacting your fleet and bottom line. From fuel delivery trucks, to high-idle vehicles we will discuss how additives can assist with engine performance, fuel filter life, aftertreatment woes, and MPG restoration to meet OEM specifications. And if you sell diesel fuel and your brand is important to you – don't miss this session!

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