



Flexibility. Freedom. Control.



## Increase sales volume with BP fleet cards- use these helpful local marketing tips

BP has fleet credit cards designed to help you increase traffic and build your customer base by offering a fuel management program to businesses in your area. With the BP Business Solutions MasterCard<sup>®</sup>, BP Fuel Card, and BP Fuel Card Plus programs, you can offer a BP card to any size business with fleets of 1-50 vehicles or even more. Through in-person presentations, in-station take-one applications and other materials, marketing BP fleet cards is easy!

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How to spot potential fleet customers

- Local businesses currently purchasing at your location -59% of fleet managers choose a card that is accepted at their fueling facility\*
- Wright Express, Voyager or other card-paying customers (these cards cost you more to process than the BP fleet cards)
- Look for vehicles displaying company logos at your location and in your neighborhood
- Consider your local suppliers as potential customers
- Think about the industries in your area that might have fleets of drivers

\*The U.S. Commercial Fleet Market Forecast: 2004-2008, Havill & Company, 2005

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Let your Take-Ones work for you

Be sure to display your BP Fleet Take-One applications along with all your other BP Take-One applications. Display them in a prominent place in your location, so that your CSRs can encourage any prospective customer to take an application and learn more about the benefits of your BP Fleet program.

- Tell prospects to fill out every line item on the application to ensure fast and accurate processing
- Remind them to sign the application
- It takes an average of 14 business days to process an application
- For questions about this process please call (888) 456-2237

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Which business are prime candidates for the BP fleet cards?

Local businesses of all sizes are potential BP fleet card customers. Companies with fleets or a sales force need cost-effective ways to manage their fuel purchases.

Consider local companies like these:

- Contractors/builders
- Florists
- Restaurants/pizza delivery
- Insurance agents/brokers
- Real estates/leasing offices
- Landscaping companies
- Heating/cooling companies
- Plumbers
- Service firms, such as accounting and law firms
- Local car dealerships

### tips for making the sale

Believing in your product is half the battle when selling. With a competitive rebate structure and online control, BP's fleet card products are second to none! Here are some other helpful hints:

- Know your product and communicate its benefits to the prospect!
- Make sure you contact the decision-maker
- Ask your prospect for information on their company's current monthly fuel volume, reporting needs, and number of vehicles prior to your meeting.

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Be resourceful when targeting your prospects

Business lists can be invaluable tools when prospecting. Consider pursuing these options:

- Business telephone directories and yellow pages
- City directories
- Newspaper ads and articles from the business section
- Chamber of Commerce lists and information about local start-up companies
- Local entrepreneur organizations
- New business lists available through credit bureaus

Networking is a great way to reach prospective fleet customers. Look for meetings and networking events in your area sponsored by groups such as the Chamber of Commerce, Rotary or Lions Club.

- Prepare for your meeting by researching the company/industry so that you know their needs and challenges
  - Ask for the sale-end the meeting by asking your prospect to sign up now. If they need time to review the product with co-workers, ask when you can follow up
- Most of all, get excited about the BP fleet products. Prospects will sense your enthusiasm and recognize the program's superior benefits-the product will sell itself!