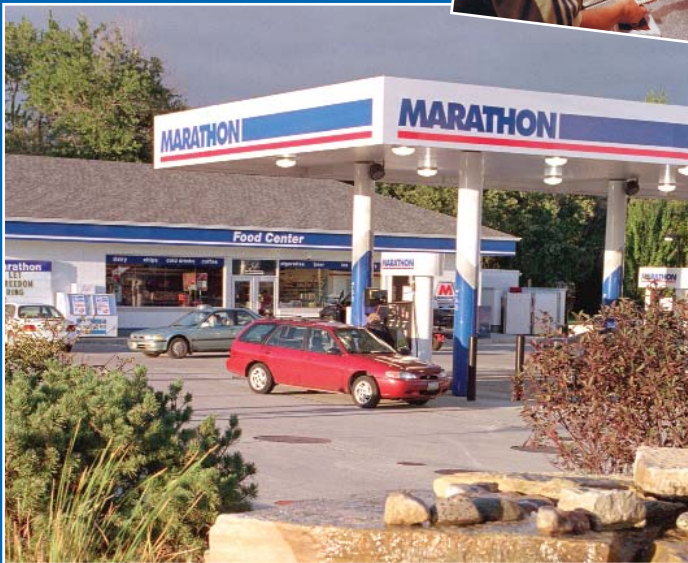




TRAINING & DEVELOPMENT *Opportunities*



Dear Customer,

What makes some businesses succeed and others fail? What is the greatest asset of any business? All companies big and small, from Marathon Ashland Petroleum to the local dealer on the street, have one main thing in common: PEOPLE! We all need good quality people on our team. But developing a work force is a never ending and arduous task.

Our goal in the Marathon Ashland Petroleum LLC Training Department is to give you the tools that will make this part of your business a little easier. The common denominator to every successful business is people. Employees need to be cultivated and refined to achieve the desired results. Training is a key element to making this happen.

The Training Department has several different training opportunities listed throughout this brochure, which are designed to assist you in your business. Make training a priority in your business' success!

Marathon Training and Development Department

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BUSINESS MANAGEMENT *Clinic*

The primary training conference for new Marathon Dealers, Sellers and Jobber Dealers is the Business Management Clinic (BMC). In addition, BMC is an excellent training opportunity for managers. These quarterly 2-week programs are held in Indianapolis and teach the “nuts and bolts” of running a business. The course fee is \$295. A brief outline of the material covered is listed below:

Introduction - A formal welcome from Marathon is extended, and an open and creative atmosphere is established.

Oil Industry of Today - Historical events in the oil industry are reviewed, and an overview of the current market is provided.

Marathon Programs - Programs and services offered by MAP are identified.

6-Month Marketing Plan - This plan is developed throughout the two weeks and assists participants in developing and implementing a marketing plan for their own business.

Financial Management - An introduction to financial analysis is conducted, and the importance of accurate monthly inventory is explained.

Gasoline Marketing - The concept of gasoline marketing is discussed.

Human Resource Management - Recruitment and selection of employees is reviewed, and job descriptions and policies are identified.

Daily Accounting - The importance of business planning is demonstrated through the completion of daily books.

Retail Accounting - A brief synopsis of the retail accounting concept is presented.

Convenience Store Marketing - The impact of effective merchandising strategies is explained.

Food Service Marketing - Emphasis placed on high gross profit margin items such as fountain, coffee and bakery.

CALL YOUR MARKETING REP OR THE TRAINING DEPARTMENT
TO OBTAIN MORE INFORMATION AND TO REGISTER.
1-800-627-2846, EXT. 259

MODULAR TRAINING

Seminars

Modular Training is typically a 2 to 4 hour training session developed specifically at your request and/or Marketing Representative's request. We like to think of it as bringing the Training Department to you. These training sessions will not only benefit your employees but will enhance your overall business. The fee for this training is \$19.95 per person.

Listed below are the topics most frequently discussed at modular seminars. However, if you would like something specifically tailored to your company's needs, we will try to accommodate your requests.

Please review pages 4 through 9 to determine what training topics would assist your company in the 21st century.

- Business Controls
- Convenience Store Merchandising
- Customer Service
- Financial Management
- Gasoline Marketing
- Hiring & Retaining Quality Employees

HOW IT WORKS

JOBBER:

TO SIGN UP FOR OR REQUEST TRAINING

1. Call the Training Department or your Marketing Representative to schedule training for your dealers or employees.

Your Responsibility

Work with your Marketing Representative to coordinate the following details:

Market the Seminar to maximize attendance - **Minimum required attendance is 10**

- Determine Agenda Start to Finish
- Coordinate Meeting Events
- Meeting Room Space & Equipment
- Determine other meeting requirements, i.e., meals, refreshments

JOBBER DEALERS:

TO SIGN UP FOR OR REQUEST TRAINING

1. Call your Jobber to request training in your area for a group of dealers.
and/or
2. Call the Training Department to nominate a topic of interest. Based upon the level of interest of other customers in your area, we will contact your Jobber and help coordinate a session.

DEALERS/SELLERS:

TO SIGN UP FOR OR REQUEST TRAINING

1. Call your Marketing Representative to request training in your area for a group of dealers.
and/or
2. Call the Training Department to nominate a topic of interest. Based upon the level of interest of other customers in your area, we will contact your Marketing Representative and help coordinate a session.

TO SIGN UP FOR OR REQUEST TRAINING:

Call your Marketing Representative or the

TRAINING DEPARTMENT

1-800-627-2846 EXT. 259

BUSINESS CONTROLS

Target Audience: All Owners and Operators of Marathon Brand locations, Managers, Assistant Managers, Jobbers, and their Store Supervisors

Business Controls

Module Highlights

- *Policies to control your business*
- *Steps to take once shrinkage occurs*
- *Control employee theft*
- *Control vendor theft*

Time Length: 120 minutes

BUSINESS PLANNING

Target Audience: All Owners and Operators of Marathon Brand locations, Managers, Assistant Managers, Jobbers, and their Store Supervisors

Developing A Business Plan

Module Highlights

- *Business planning cycle*
- *Business truths*
- *Sample business plan*

Time Length: 90 minutes

CONVENIENCE STORE OPERATIONS

Target Audience: All Store Owners and Operators, Managers, Assistant Managers, Jobbers, and their Store Supervisors

C-Store Merchandising

Module Highlights

- *Who are your customers and what motivates their buying decisions?*
- *How to prioritize your merchandising choices to maximize your profits*
- *Strategies for planned and impulse sales*
- *Creating the proper “feeling” both inside and outside the store*
- *Niche marketing strategies*

Time Length: 120 minutes

Retail Accounting

Module Highlights

- *Understanding the importance of retail accounting for the convenience store and snack shop*
- *Setting up a retail accounting system*
- *Identifying shrink*
- *Gaining control of your store and your profitability*

Time Length: 90 minutes

CUSTOMER SERVICE

Target Audience: All Store Owners and Operators, Managers, Key Employees, Jobbers and their Employees. Designed for the people directly on the front line

Module Highlights

- *Determining customer needs and expectations*
- *Systematic policies and procedures that are a must*
- *Moment of truth - How to handle each customer experience*
- *Mastering telephone skills*
- *How to turn a complaint into an opportunity*

Time Length: 90 minutes

FINANCIAL MANAGEMENT

Target Audience: All Owners and Operators of Marathon Brand locations, Managers, Assistant Managers, Jobbers, and their Store Supervisors

Module Highlights

- *Reasons why financial management is important*
- *Understanding a balance sheet*
- *Importance of a proper income statement*
- *3 necessary items for accurate P&Ls*

Time Length: 120 minutes

GASOLINE MARKETING

Target Audience: All Owners and Operators of Marathon Brand locations, Managers, Assistant Managers, Jobbers, and their Store Supervisors

Module Highlights

- *Enhancing convenience, service, and value*
- *Interdependence of profit centers*
- *Self-service procedures*
- *Gasoline marketing brainstorm*

Time Length: 90 minutes

HUMAN RESOURCE MANAGEMENT

Target Audience: All Owners and Operators of Marathon Brand locations, Managers, Assistant Managers, Jobbers, and their Store Supervisors

Employee Recruitment & Selection

Module Highlights

- *Developing a recruiting action plan*
- *Formulating an interview plan*
- *Sample job descriptions*

Time Length: 60 minutes

Employee Training & Development

Module Highlights

- *Developing an orientation program*
- *Importance of frequent feedback*
- *On-the-job training basics*

Time Length: 90 minutes

Organizational Leadership & Employee Motivation

Module Highlights

- *How to become a leader manager*
- *Developing company mission and vision*
- *Employee Performance Review Guide*

Time Length: 90 minutes

PERSONAL EFFECTIVENESS

Target Audience: All Customers, Employees, and Spouses

Inside-Out Approach

Module Highlights

- *Becoming proactive*
- *Developing a personal mission statement*
- *Becoming a leader and exercising personal management*
- *Value based time management*

Time Length: 90 minutes

Building Better Working Relationships

Module Highlights

- *Developing positive emotional bank accounts*
- *Personality shapes*
- *Importance of listening*

Time Length: 90 minutes

First Things First

Module Highlights

- *Value based time management*
- *Quadrant approach*
- *Importance of goal setting*

Time Length: 90 minutes

SERVICE BAY OPERATIONS

Target Audience: All Marathon Dealers/Sellers, Service Writers/Managers, Technicians, and other Bay Management Personnel

Building Service Bay Sales, Systems & Processes

Module Highlights

- *Service vs. repair*
- *Vehicle inspection*
- *Service bay management concepts*
- *Bay operating policies*
- *Auto parts policies*
- *Work order controls*

Time Length: 120 minutes

Service Bay Productivity & Competitiveness

Module Highlights

- *Paradigm shift – What is labor?*
- *Ten causes of low productivity*
- *Commission & Incentive Systems*

Time Length: 60 minutes

MAP VIDEO TRAINING LIBRARY

Video Cassette Tapes

A Passion For Customers

67 minutes (Tom Peters)

A behind the scenes look at five highly successful service-oriented organizations. Viewers see the inner workings of their acclaimed customer-driven organizations and hear Peters as he pinpoints the six traits these organizations have in common.

Check the Detail Tape!

46 minutes (Jack Henry)

In the C-Store industry, 75 percent of shrinkage is caused by dishonest cashiers. As a follow-up to Checker #3, this video presents nine theft techniques and how to prevent them. Special emphasis is placed on analyzing shift reports.

Checker #3

26 minutes (Jack Henry)

An on-location study of cashier theft tracks. Several examples show both the techniques and excuse when the cashier is confronted. Methods are presented to both catch and prevent this occurrence.

The Honest Mistake

37 minutes (Jack Henry)

Strategies to track, catch and prevent delivery person theft are reviewed in role play style. This video emphasizes the importance of the person responsible for checking vendors in and out of the store.

Delivery Receiving Policies

30 minutes (Jack Henry)

A follow-up to "The Honest Mistake." To an audience of 400 retailers, Jack Henry statistically discusses the magnitude of the 52 known techniques of delivery man theft – techniques taught to him when he was a bread delivery man. Twenty-eight of these techniques are employed against the new DSD (Direct Store Delivery) computer receiving. Mr. Henry then develops policies with the audience for both conventional and DSD receiving.

"Do Right" with Lou Holtz

35 minutes

This best selling video is the perfect vehicle to instill the spirit of teamwork, a commitment to excellence (both on and off the job), a strong loyalty to the organization, and a personal dedication to success in viewers. This video will renew the pride and dedication of everyone in your organization.

Fish

17 minutes

Profiles one business's ability to capture a "synergy" of effective teamwork, customer service, sales, personal fulfillment and creativity, all while increasing the bottom line. And any organization—large or small—can do it!

MAP VIDEO TRAINING LIBRARY

Video Cassette Tapes *(continued)*

More Than A Gut Feeling II

25 minutes

How to hire the right person. This video responds to the need for conducting selection interviews that can predict job performance, focusing attention on the behavioral-based interview process. This approach is based on the axiom that “the best predictor of future behavior is past behavior.” Interviews highlighted in this video focus on the front line customer service provider.

“Remember Me” – Second Edition

10 minutes

See how the customer really feels about unsatisfactory service. You will follow an ordinary man as he encounters uncaring employees, inconsiderate treatment, and anything but service. This video offers a sensitive portrayal of how not to treat people and will drive home this important message: “I don’t complain. I just don’t come back.”

Telephone Doctor – “Basic Telephone Skills”

18 minutes

This video addresses the very foundation of answering the telephone in a professional environment. It is geared towards 1.) young people just entering the work force, 2.) those whose previous jobs required very little customer contact, and 3.) people reentering the work force after being absent for several years. Since most customer service is done over the phone, there will be identified 10 telephone “musts” that everyone answering a phone needs to be familiar with.

Telephone Doctor – “How to Handle an Irate Caller”

9 minutes

No one enjoys receiving a barrage of complaints from unhappy customers, but for many people it’s a routine part of their day. In the customer service field it sometimes “comes with the territory.” Finally, a comprehensive training video that reveals tips and ideas on how to handle the irate, angry, rude, and sometimes abrasive caller. This video is intended for anyone who handles complaint calls and contains practical and common sense methods to show the caller you’re on their side and you’re there to help.

“The Guest”

14 minutes

Great customer service determines our fate. The fortunes on any business will rise or fall based on the level of service that it delivers to its customers. No matter how large or small a business is, it usually comes down to one employee serving one customer one day at a time.

CALL THE TRAINING DEPARTMENT TO CHECK OUT A VIDEO:
1-800-627-2846, EXT. 259

MAP CUSTOMER EMPLOYEE TRAINING REIMBURSEMENT PROGRAM

Marathon will reimburse 75% of registration fees and direct schooling costs of the following completed by any Marathon Dealer, Seller, Jobber Dealer, Jobber or his full-time employees (40 hours per week). Maximum reimbursement for a station is \$700 and \$350 for a full-time employee in a calendar year.

Courses in any of the following areas are covered by the reimbursement:

Service Station/“C” Store Business Courses:

- Professional service representative training
- Financial management
- Principles of marketing
- Personnel management
- Computer training

Automotive Technician Training:

- Suspension & steering
- Brakes
- Electrical systems
- Heating & air conditioning
- Engine performance/repair
- Vehicle computer training

ASE CERTIFICATION

Marathon Ashland Petroleum LLC will reimburse any Marathon dealer or their employees the ASE registration cost and test fee during the May or November test periods. **Reimbursement** will be made upon successful completion in any of the following specialties:

1. **Auto: Engine Repair**
2. **Auto: Automatic Trans/Transaxle**
3. **Auto: Manual Drive Train/Axles**
4. **Auto: Suspension & Steering**
5. **Auto: Brakes**
6. **Auto: Electrical/Electronic Systems**
7. **Auto: Heating & Air Conditioning**
8. **Auto: Engine Performance**



FOR FURTHER DETAILS:
CONTACT YOUR MARKETING
REPRESENTATIVE
OR THE TRAINING DEPARTMENT.

*T*RAINING YOUR ORGANIZATION IS CRITICAL TO THE FUTURE SUCCESS OF YOUR BUSINESS. IF LEVERAGED PROPERLY, TRAINING CAN PROVIDE A SUSTAINABLE COMPETITIVE ADVANTAGE. THE MOST DIFFICULT TACTIC TO REPLICATE IN THE COMPETITIVE BUSINESS ENVIRONMENT IS THE DEVELOPMENT OF PEOPLE. AN ORGANIZATION THAT PLACES A HIGH PRIORITY ON THE TRAINING AND DEVELOPMENT OF ITS PERSONNEL STANDS TO GAIN AN ADVANTAGE IN THE MARKETPLACE.



MARATHON ASHLAND
Petroleum LLC