

ExxonMobil Business Card

An Opportunity to Grow Your Business

Actively promoting the ExxonMobil Business Card can pay dividends for your Station!

- Loyal Customers
- No Credit Card Fees



Identify Business Prospects Near Your Station

- ✓ Convert all House-Accounts to the ExxonMobil Business Card
 - Maintain the positive relationship you've established, but without the financial risk
- ✓ Leverage the *Prospective Customer List* that your Citi Sales Rep will provide you
 - These lists are tailored to your specific station(s)
- ✓ Make an on-going list of frequent business customers at your site
- ✓ Drive around your location to identify nearby businesses
- ✓ Get involved in your community

Convert Prospects Into Business Card Applicants

- ✓ Maintain Business Card awareness and applications at your Station
 - Keep inside application holders filled
- ✓ Ensure the employees understand the features and benefits of the Business Card
 - Proactively ask customers if they would like to apply for the Business Card [or] simply hand them an application along with their sales receipt
- ✓ Participate in all Card promotional opportunities
 - Ensure all promotional signage and point-of-purchase materials are installed
- ✓ Create your own offers to prospects, enticing them to apply for the Business Card
 - e.g. offer free coffee, fountain drink or car wash if they submit an application
 - Leverage the Retailer Funded Rebate Program with key customers
- ✓ Proactively engage Businesses by calling them, meeting with them and/or sending them a letter explaining the benefits of the Business Card