

Equipment working well?

- Every *Speedpass* pump tested?
- Inside *Speedpass* unit tested?

All *Speedpass* POP on display?

- Flags up and in good shape?
- Speedpass* MID sign on brand ID sign?
- Current yard and island POP up?
- Pump top Take One cards available?
- Speedpass* enrollment and credit card applications fully stocked in the counter top display?
- Speedpass* transaction counter mat in use?
- Any items faded or torn? Order new.

Entire staff motivated and equipped to solicit enrollments?

- All staff trained in *Speedpass* solicitation?
- Employee incentive in place?
- Employees routinely mentioning *Speedpass* to customers?
- Speedpass* sample key tags on hand to demonstrate ease of use?
- Cordless phone available for enrollments (with speed dial to *Speedpass* Customer Care Center)?

Customer incentive in place?

- Enrollment & Usage incentive – e.g. coupon for free beverage or car wash with customer's first *Speedpass* use?
- Other incentive? i.e. *Speedpass* VIP Kit?

Speedpass included in all activities and communications?

- Speedpass* part of our involvement in local events, sponsorships?
- Speedpass* mentioned in fleet solicitations?
- Speedpass* included in any local advertising we do, e.g. penny savers, flyers, Market Direct?

Speedpass measurement system in place?

- Tracking *Speedpass* average daily transactions?
- Tracking *Speedpass* gallons?
- Tracking number of ISP (Inside *Speedpass*) transactions?
- Keeping record of number of on-site enrollments and first time users with station specific redeemable coupons?
- Goals set?
- Results linked to employee incentives?

Station Number

Signature

Remove individual cards for Sales Associates use

Pass *Speedpass* on to Your Customers...

Look for the credit card user.

Ask a question.

- Would you like an easier way to buy gas?
- Would you like to buy gas even faster?
- Would you like to be able to pay without pulling out your wallet or credit card?

For the cash user.

Ask a question.

- Do you want cash-like payment with the speed and convenience of paying at the pump? Get a *Speedpass* and link it to a check card.
- How would you like having a ready source of cash – right on your key chain?

Present a *Speedpass* flyer and review benefits.

- *Speedpass* helps you get on your way faster.
- *Speedpass* is FREE to get, FREE to use.
- *Speedpass* is fast and easy to use.
- *Speedpass* links to a credit or check card you already have.

Do it today!

Have the customer call to enroll or complete the enrollment form while at the station.

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Remove individual cards for Sales Associates use

Pass Speedpass on to Your Customers...

To enroll:
www.speedpass.com or toll free, 1-87-SPEEDPASS

Benefits:

- Fast** Gets you on your way faster than cash, credit or check cards.
- Easy** *Easy to find* – right on your key chain. *Easy to use* – just point. Links to a credit or check card you already have.
- Convenient** *Use at the pump or in the store. No need to have cash on hand. No need to search for wallet or cards. No waiting for change, nothing to sign.*
- Free** No cost to enroll, no fees
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Materials

- *Speedpass* POP
- *Speedpass* flags
- Pump topper display cards
- Sample key tags
- *Speedpass* hats and buttons
- *Speedpass* aprons
- *Speedpass* Educational Looptape

Contact

Sales Support

Phone

1-800-636-4POP
(1-800-636-4767)

- ExxonMobil credit card applications
(Consumer; Fleet; Business)
- ExxonMobil MasterCard applications
- *Speedpass* enrollment forms
- Upromise enrollment forms
- Take-one flyers
- Credit card application holders

Wallace

(All enrollment forms/applications are available through Wallace)

1-800-782-4892

Training

- *Speedpass* Sales Training video
- Exxon launch kit & video

ExxonMobil C.O.R.E
Sales Support

703-707-2500
1-800-636-4POP

Customer Issues

If a customer wants to:

- Enroll
- Report lost/stolen *Speedpass* (24 hrs)
- Report *Speedpass* not working
- Register complaints/comments

www.speedpass.com
or
**Speedpass Customer
Care Center**
(5 AM - 11 PM CST, 7 days/week)

1-87-SPEEDPASS
(1-877-733-3727)

Equipment & System Issues

- All equipment or system issues:

**ExxonMobil Automotive
Card Guide or
Terminal Support Center/
POS Help Desk**

1-800-231-1122

Maintenance provider

As appropriate

Media/Press

- News reporter asking questions

Don Turk

703-846-1395