

Part 5 of 7 (this is a bumper edition!)

FUELSTREAM #51:

- "Top 5 Profit increasing Technologies"
- "3 Management Rules" and
- "5 Reasons to make more profit with e-Learning"
- "5 Reasons to make more profit with e-Learning"

e-Learning EXCLUSIVELY for the fuel industry

Join hundreds of Dealers, Managers & Oil Company Personnel

Register for FREE by clicking the button below and get immediate access to 10 Health & Safety Modules within 2 minutes!

[Click here to REGISTER](#)

[Click here to see the LIST of e-learning modules already available](#)

Top 5 Profit increasing Technologies

1. Social Media

- Why: Social media is one of the main drivers of the "connection economy". It's the context for much of the decisions customers make nowadays. It's a way to "connect" with your customers.
- What: Social media includes Facebook, Instagram, Pinterest, Twitter, LinkedIn, Youtube and many others.
- Where: Everywhere. On our phones, on our computers, on our TV's, in our stores and many other places.

- When: That's what makes it work, notifications. Every time a notification triggers a sound on your phone your brain releases a small bit of dopamine. That's why it's so addictive.
- How: To make social media work for you, you need to be like a dripping tap. Constantly posting new and engaging content. Not just a few times and then nothing. Constantly. Over a long period of time. That's also what makes it difficult. It takes a lot of time to do this. You should be telling a story, not just posting promotions.
- Best practice: There are different ways of using technology to help you do this. Online tools such as Hootsuite can help you schedule posts in advance. You can post in advance and schedule the posts to appear at the best time possible for optimum engagement. A good ratio is 1 marketing message for every 5 posts. Post photos of customers who've won a competition, friendly staff, unique cars that visit your site, etc.

2. Mobile responsive website

- Why: 10 years ago it was the goal of every business to get a website. That time has come and gone. Nowadays, it's not that you might have to get a website, you **MUST** have one. And there are a host of new rules.
- What: It shouldn't just be interesting. It must be engaging, it must be mobile, and it must link with your social media feeds.
- Where: Most users access websites from their phone or tablet. Your website must be mobile responsive. That means it must be created on a platform that can adjust depending on the device your using.
- When: A website must be setup to fit your site. It must be updated and give customers a reason to return time and again. Otherwise it's just an electronic brochure.
- How: You can pay a company to develop one for you. Or you can do it yourself.
- Best practice: Wordpress powers more than 27% of the worlds websites. That's millions and millions of websites, globally. It provides you with easy to use templates, a drag and drop interface and hundreds of different themes. There are also some affordable hosting solutions. There are also a number of online forums to guide you as you have questions.

3. Smartphones & tablets

- Why: There's already talk of smartphones being replaced by wearable technologies, the same with tablets. But, they can still be a valuable tool for running your business.
- What: Apart from general communication such as email, Dealers use smartphones and tablets for viewing live CCTV footage, managing TO DO lists, capturing ideas, e-learning and much more. Also to do banking, managing their social media campaigns, website maintenance and more.
- Where: Anywhere. That's why mobile is so important.
- When: Any time. That's another reason why mobile is so important.
- How: There are a number of useful business apps e.g. Google Maps, Wordpress, Hootsuite, OneNote, Mailchimp, Office Lens, and many more.
- Best practice: This all depends on your needs. There isn't enough space in this Newsletter to answer this question in full. Suffice to say that smartphones and tablets should be enabling technologies. If they are not enabling you, rethink how you use them.

4. CCTV on your phone

- Why: CCTV systems are as much about hardware as perception. You should use them to create a perception of monitoring and action. Employees should have the perception that the footage is being checked regularly.
- What: CCTV systems are just as effective as the person who manages them. If no-one is checking the footage you're not getting the optimum value out of the system. This is even worse if employees KNOW that nobody is checking the system.
- Where: You can't have cameras in every corner. Your cameras should at the very least enable you to record footage in high risk areas. You can also place cameras where customers or employees MUST pass through e.g. store room entrance, shop entrance, etc
- When: Ideally, someone should check the footage once a day and if you're able to implement journal monitoring that's even better. Journal monitoring is where an outside company compares the recorded footage with the journal of cashier transactions to see if they pick up variances.

- How: In order to maintain the perception of monitoring, the person(s) who check the footage daily should give feedback to employees. This can be as simple as saying "I saw on the cameras that ..." and then asking a few questions.
 - Best practice: Get access to your sites CCTV footage on your smartphone or tablet, and use it when you're off site, and your employees know that you're off site. They should believe that you're checking, even if you're not there with them.
5. Paper & pen
- Why: This is the simplest enabling technology available. It's also the oldest. But many Dealers & Managers still don't use it.
 - What: You know what pen and paper is, but what you may have forgotten is that using them forces your brain to engage and concentrate. You also process information better by making notes.
 - Where: One of the easiest areas to use it is with the management team. Managers should ALWAYS be making notes and writing down details and instructions. They should ALWAYS have a list of tasks and the list should be reviewed, prioritized and rewritten on a new sheet every few days.
 - When: A soldier is never without his rifle. A Dealer and Manager should never be without pen and paper.
 - How: Some people use note books, some use diaries, some use slips of paper. Whatever works for you, as long as it WORKS for you.
 - Best practice: No person can remember everything that happens, everything to be done and the little details that go with it. TO DO lists can help with that. As a Dealer you should remind your Managers to make detailed notes as you discuss or delegate tasks. A good tip is to ask them for a copy afterwards and to use it as the "agenda" for the next discussion.

3 Management Rules to consider:

These 3 rules focus on customer communications, customer service and the basic job of a forecourt attendant:

1. Legal - "Safety circle"
 - a. Safety circle is a concept that helps to identify the possible Health & Safety risks before you start to work. The principle is simple, before you start work, walk around the work area. Look at the work area and the job to be done from many angles and ask yourself "have I thought of ALL the health & safety risks"
2. Operations - "Think safety first"
 - a. This is one of the oldest sayings and you've probably heard it a million times. That doesn't make it any less important or any less true. Rules work best if they are visible. So make this rule the first point on your TO DO list, in your meetings and whenever you walk onto the forecourt, into the food prep area or in the shop.
3. Systems - "No cash no crime"
 - a. If there is no access to cash, you are less likely to be the victim of crime. Not only must you reduce or remove access to cash money, but your employees must know this and believe that it's true. One tip is to invite 2 or 3 employees at a time into the cashier area and have the Cashier explain to them how he/she reduces cash for everyone's safety. That way, it's not you telling them, but one employee making a commitment to another for everyone's safety.

5 Reasons to make more profit with e-Learning:

Everyone knows the value of ongoing training. Everyone understands the impact on customer service, customer loyalty and customer spending. Everyone wants the profit benefits.

However, many Dealers still believe that they can survive without it. Here are 5 of the most common excuses and how solving each of them helps you to make more profit with e-learning:

1. EXCUSE 1: My business is not online, I don't need it

- This was true 15 years ago, not anymore. People no longer "go" online, they "are online". If you still think that technology hasn't impacted your business, and that it won't do so in future, you're going to wake up one day and realise that your business is no longer relevant.
- Classroom training for Attendants, Cashiers, etc, at R500-R1000 a day, isn't feasible any longer. It takes too long, happens too far away from site, too infrequently and is too expensive. E-Learning on the other hand is cheap in comparison. It's accessible from any device (depending on the training provider). You can use it again and again. And, you take the training to the learner, not the learner to the training.
- This puts you in a position to finally start getting the benefit of ongoing, refresher training. *And the result? Happier customers. More loyal customers. Customers who spend more. That is a direct bottom line improvement on your site's profitability.*

2. EXCUSE 2: It's not the right time yet

- E-Learning has never been easier, never been more accessible and never been cheaper. That means, the right time is now. And, like any business that identifies an opportunity before the rest, you can get the benefit before they do.
- The same principles apply if you don't do it. There will be a time, not far from now, when you'll be the only who's not using e-learning. And then you'll be "forced" to do so, because you're behind the times.
- What it comes down to is: this is the way forward. This is the next step in training. *And, if you want to keep your existing profits and stand a chance of increasing them, you need to get a training solution that works.*

3. EXCUSE 3: I don't know how to start

- That's the best news. Technology has become so simple, so accessible and so easy to implement that it's very easy to start using it. You already use a smartphone. You already use a laptop or desktop computer. E-Learning is as simple as signing up, logging in and start using.
- There are no extensive steps, no setup or coding, no classroom schedules or travel. You can access it through your browser e.g. Google Chrome or Microsoft Edge. Or you can access it by downloading a simple app, logging in and start training.

- The only big question to answer is: which e-learning provider to choose?
*To get the most benefit and the most impact on profitability, you need an e-learning provider that's focused on the fuel industry and not generic.
That way you get the most benefit for what you're paying.*
4. EXCUSE 4: It's going to cost a lot of money
- There are no classrooms to build. No facilitators to pay. No textbook to write and print. No water & electricity to pay and no travelling needed. That means you can get access to e-learning for much less than you'd think. From around R30-R50 per employee per month.
 - And the biggest benefit is that you get access to all new material for NO extra cost. All new material will just "appear" for you. No additional sign up. No additional payments. No additional enrollment.
 - *The benefit to your profit margins are that you get a lot more training, for a lot less per month. You won't get a better return on investment.*
5. EXCUSE 5: It's too late for me to get the skills I need
- In the past you'd need some IT skills. You'd need to understand some coding or a more detailed knowledge of computers. Now, you only need to know how to log in.
 - The only other "skill" you'd need is if you get a tablet to give to your employees to use. And, any place that sells tablets and smartphones will be able to help you to set it up.
 - *That means NO high expenses for software or hardware. And lower expenses mean higher profits.*

In the end, these 5 excuses used to be valid, but no more. Of course, we're a bit biased, but we're also passionate. We want to make your workplace a learning space. We're confident that we can provide everything above to you in one easy solution.

CONTACT US

+27 (12) 804 5066 info@future-ent.com