



Know when you're low.

Marketing Suggestions for Tank Q

All of us realize the mutual benefits of having a notification system installed on your customers' tanks—how we successfully promote and fund this tool is the challenge. Below are marketing ideas to get you and your customers enjoying the benefits of Tank Q.

- 1. Profit Center** - Some retailers are considering this product as another available profit center. The unit will be introduced and installed at the customer's request and total expense, with the required margins, added.
- 2. Curb Troubled Accounts** - Some retailers intend on just using the unit for their troubled accounts, again the burden of cost will be passed entirely to the consumer.
- 3. Leasing Programs** - A monthly service fee will be added to each customer who has the unit installed. The lease will be for the duration of the unit. Two dollars per month for the life of the unit will provide additional customer benefits and provide the funds necessary to pay for the unit. Each company is discussing the costs associated with the lease.
- 4. Discounted Rates** - Discounted rates from normal "Will Call" rates, with the unit installed. Your customers will no longer wait until the last minute and cause overtime expenses, and stressful working conditions. A signal from the unit and a phone call from your customers when their tank reaches the 25% level will allow delivery to those customers during your normal timeframe. These customers become less costly, creating a reduced pricing structure. And customers who fail to install Tank Q, may be required an increase in rates. The units now become more than a convenience item, it now affords them a lower gas rate.
- 5. Promotional Item** - Give the unit to your better customers. Logo or not, these, these units will reduce your stress, lower your costs, and increase your customers' satisfaction.
- 6. Combining Promotions & Discounts** - The biggest unknown variable is what value do you place on your ability to more efficiently schedule your workforce and thus reducing stress? A promotion to your existing "will call" customers that provides them an immediate discount for a paid delivery of 300 gallon or more will provide you immediate cash flow and \$15.00 towards the purchase of Tank Q. Coupled with the promise of reduced future gas charges, many consumers will welcome the installation. Whether or not you charge full, retail price or a discounted amount for Tank Q, an offer of .05/gallon savings for those customers who do install will bring in the needed capital to fund the project.