



JOINTLY PRESENT

# THE "NO ROAD" ROAD SHOW

The associations above have come together again to jointly sponsor an Online Education Webinar Series. We understand that your time is valuable, so we transformed our road show into six individual 45-minute webinars scheduled over the dates listed below. Please register below for ANY OR ALL OF OUR WEBINARS! Let's not let these times stop us from sharing knowledge and supporting our associations educational efforts. We look forward to seeing you on the web!!

[Click here to register](#)



**APRIL 06, 2021 | 11-11:45AM | ANGUS ENERGY**

STOP SAYING "I KNOW BETTER" - USING TECHNOLOGY AND SERVICES IN OUR INDUSTRY TO BE MORE PROFITABLE



**APRIL 07, 2021 | 11-11:45AM | PriMedia**

YOUR ACCOUNT MANAGEMENT SOFTWARE KNOWS BETTER - USING YOUR BACKEND SOFTWARE AND DATA TO BETTER MANAGE, CROSS-MARKET AND SERVE YOUR CUSTOMERS



**APRIL 08, 2021 | 11-11:45AM | ADVANCED FUEL SOLUTIONS**

TIME IS MONEY - TRUCK EFFICIENCY AS A WAY TO GENERATE REVENUE



**APRIL 27, 2021 | 11-11:45AM | ANGUS ENERGY**

STOP SAYING "I KNOW BETTER" - USING TECHNOLOGY AND SERVICES IN OUR INDUSTRY TO BE MORE PROFITABLE



**APRIL 28, 2021 | 11-11:45AM | CONSUMER FOCUS**

YOU DON'T ALWAYS KNOW BETTER THAN YOUR EMPLOYEES - STEPPING BACK SO YOUR EMPLOYEES CAN STEP UP TO HELP DRIVE SALES & IMPROVE EFFICIENCIES



**APRIL 29, 2021 | 11-11:45AM | ADVANCED FUEL SOLUTIONS**

ARE YOU A TANK "KNOW-IT-ALL" - MANAGING TANK STRATEGIES FOR SUCCESS IN COLD WEATHER

REGISTER AT [WWW.ANGUSENERGY.COM/SEMINAR-REGISTRATION](http://WWW.ANGUSENERGY.COM/SEMINAR-REGISTRATION)

QUESTIONS? Contact Danny Silverman 201.704.2400 | [dsilverman@angusenergy.com](mailto:dsilverman@angusenergy.com)

See next page for more details

# ABOUT THE WEBINARS



## STOP SAYING "I KNOW BETTER" - USING TECHNOLOGY AND SERVICES IN OUR INDUSTRY TO BE MORE PROFITABLE

Presented by: Danny Silverman

Most fuel companies are doing fairly well. Well enough that you might be unwilling to think of new and better ways to operate your business. What you already know might be good enough for your business now, but there are proven technologies and services in our industry that can make your company significantly more profitable. How about starting to consider them – or do you believe that change is never necessary? Join us for this 45-minute webinar, and we take you through:

- Programs to improve customer retention and why you should not blame previous experiences for YOUR dissatisfaction
- The ability of a well-crafted company budget approach to improve profitability and keep lenders and suppliers content
- How tank monitors make you able to target larger deliveries with no runouts, and how they help you optimize your delivery costs – most people do it wrong!
- The data you already have has the power to assist you in making better decisions and help your delivery efficiency. Which tools you should consider that can dramatically improve your profits without significant changes in how you run your business.

Join us to get great insights on methods that can boost your profits.



## YOUR ACCOUNT MANAGEMENT SOFTWARE KNOWS BETTER - USING YOUR BACKEND SOFTWARE AND DATA TO BETTER MANAGE, CROSS-MARKET AND SERVE YOUR CUSTOMERS

Presented by: David Heiser

No one knows your customers better than you do, we're sure – unless it's your account management software! The personal touch has made your business what it is, but the data you've collected along the way can be activated to personalize your communications, sales and services. Putting all this information to use can give you better insight into your customers' needs – and how you can best meet them.

Our presentation will take a look at all the data you have and how it can help you manage, cross-market to, and serve your customers better, including:

- Where's the Data
- Better Customer Account Management
- Smarter Cross-Marketing
- Superior Service
- Automated account-specific messaging



ADVANCED FUEL SOLUTIONS, INC.

## TIME IS MONEY - TRUCK EFFICIENCY AS A WAY TO GENERATE REVENUE

Presented by:

Leo Veruso / Mark Smith

"Time is money" is an often-used cliché and demands your attention to keep your trucks on the road efficiently and generating revenue. Our webinar will focus on winter diesel operability and REGENS. Cold weather management of diesel fuel is a priority of fleet managers to minimize operational down time, while exhaust aftertreatment systems require similar thinking to reduce unscheduled maintenance and keep the fleet in top operating condition. The "Time is money" reference best equates to the elimination of costly active and manual REGENS, as both reduce the drivers and power units' efficiency.



MARKETING FOR THE ENERGY INDUSTRY

## YOU DON'T ALWAYS KNOW BETTER THAN YOUR EMPLOYEES - STEPPING BACK SO YOUR EMPLOYEES CAN STEP UP TO HELP DRIVE SALES & IMPROVE EFFICIENCIES

Presented by:

Michelle Wilson / Jennifer LeClerc

Who do customers trust more than anyone? Your front-line employees like service technicians and CSRs. These employees are directly interacting with your customers each and every day. How can you capitalize on those interactions? Leveraging these customer interactions can not only create better customer experiences, but they can make your company more profitable. Here's how:

- Train employees to identify and generate leads
- Provide strategies to turn challenging conversations into positive experiences
- Encourage employees to educate customers
- Ask your staff to share success stories with their peers



ADVANCED FUEL SOLUTIONS, INC.

## ARE YOU A TANK "KNOW-IT-ALL" - MANAGING TANK STRATEGIES FOR SUCCESS IN COLD WEATHER

Presented by:

Leo Veruso / Barry Aruda

The heating oil industry has long been at odds with cold weather. It's why we do what we do, keeping families warm throughout the wintry season. Water and wax can wreak havoc on an outside tank, and the solutions don't simply come out of a bottle. Join Barry Aruda of Advanced Fuel Solutions to learn about:

- How protecting outside tanks begins upstream before the fuel is ever delivered, even with biodiesel blends.
- Why water plays an unfortunate integral role in how cold weather fuel management is handled.
- What solutions work and why (and what to avoid).
- Tips and best practices for housekeeping year-round, before the cold weather sets in.