

Lipscomb Oil Company, Inc.

Job Description

WHOLESALE DEALER RELATIONSHIP MANAGER

REPORTS DIRECTLY TO VICE PRESIDENT

"Our objective is to be the BEST IN OUR MARKET and we will always be working to reach that goal."

Be Professional! Be a Team Player and Keep a Good Attitude!

Dress: Lipscomb Oil Logo Wear; be professional at all times.

Responsibility is to be in total compliance with all Company policies and procedures and enforcement of contractual obligations of both major oil companies and Lipscomb Oil Company, Inc.

EXISTING WHOLESALE BUSINESS AND NEW BUSINESS:

- A. Learn all aspects of each type of Retailer in this category: Commission Dealer, Open Retailer, Lessee Retailer, Contract Dealer, etc.
- B. Learn all contract conditions, lease requirements, and other policies regarding each of the types of Retailers.
- C. Learn all of the ExxonMobil/Shell Wholesale Program including incentives and other programs. (applies to any oil company type program for whom we participate in)
- D. Cooperate with your Retailer group in programs suggested by ExxonMobil / Shell to the maximum extent.
- E. Visit all of your Open and Lessee Retailers a minimum of once weekly.
- F. Visit all of your Commission Retailers a minimum of once weekly.
- G. Site visits should be coordinated with decision maker on site which could be tenant, owner, or manager. Our customers need to see in person who represents the company. These visits should be productive and scheduled as day trips in order to spend quality time with dealers.
- H. Handle directly with Company Officers any credit or financial issues at once.
- I. Fully implement our Systems.

PROGRAMS:

- A. Be a resource to our dealers. Be a source of information as relative to this industry, ExxonMobil, Shell, etc.

IMMEDIATE GOALS:

- A. Review dealer volumes monthly by location and dealer making recommendations to improve volume.
- B. Accountable for Mystery Shop Performance for all dealer locations. Provide an action plan to improve scores. Address actions to be taken. The plan being to convince dealer to improve

their scores, without Lipscomb Oil Company paying their bills. As it relates to work repairs on site you should talk in person with decision maker in plans to get repaired followed by email. Good communication, thorough review, frequent visits, and planning with operator on getting sites in compliance with mystery shop programs is required. Maintenance repairs are not to be performed in your position.

- C. Responsible for ensuring all marketing materials by ExxonMobil/Shell are put up in timely manner this involved assistance, training site, and support in getting this done. At site visits ensure all proper materials are in place according and replenished with necessary.
- D. Provide value to our dealers. Demonstrate to customers why they should want us to supply them.
- E. We want our dealers to be successful for us to be successful. If a dealer goes under, we may lose significant dollars. You should walk stores with dealers, provide advice, and act as a consultant in a manner of developing a working relationship with the dealer.
- F. Promote membership in NACS, MPMCSA, AOMA, PMAA, etc.
- G. Follow Company Officers guidance on control of credit for all dealers. For unbranded businesses, we must secure security deposit or receive credit card monies or some form of financial security for our credit risk.

COMMITMENT:

- A. Work hard this is a 'hands on' job.
- B. Be available at all times.
- C. Solve a problem when it occurs; if you need help ask for it!
- D. You must understand truly and support the Company Goals/Objectives and work together with others to achieve them.
- E. Synchronize your work with others to facilitate better communications, fiscal savings, and better customer service.
- F. Its ALOT easier selling than telling! Training, education, and positive leadership guidance with operators is key to implementation of LOC policies and mutual success. Your job is about earning the respect of our dealer customers and potential dealer customers. They have to have confidence in your ability. You have to convince them to do the right thing. It is a lot easier to sell someone to do something then tell them to do something.

GOALS:

- A. Increase gallons and margins.
- B. Increase number of fleet fueling accounts.
- C. Increase loyalty participation points.
- D. Mystery shop scores held to highest standard and obtain highest scores possible. This involves appealing all shops and cures within set window of shop program.
- E. Full participation of programs offered by Major Oil Companies particularly loyalty programs.
- F. The participation in all Major Oil marketing programs is crucial.

AWARENESS:

- A. Look at all competitors; fuel, food, etc., and report any noteworthy activity.

EXPENSES:

- A. Any expenses must be approved prior to purchase. Once receipt has been turned in with approving signatures employee will be reimbursed. The reimbursements will be to employee's pay check. There will be no company credit card used for expenses. Overnight stays and meal expenses will not be allowed.
- B. Company Vehicle: This is a company owned and operated vehicle. The use of the vehicle is not intended for personal use. Reference handbook regarding company vehicle policies. No smoking allowed in company vehicles.
- C. Company Fuel Use: This card is for company fuel purchases only of regular grade gasoline with purchases made at our owned or supplied locations. Every fill up should have accurate odometer readings and receipts turned in to support purchases. We do encourage use of earning loyalty rewards with our loyalty programs offered when purchasing fuel for company vehicle. This creates awareness and understanding of program.
- D. GPS Tracking Device: This tracking device should never be removed unless by certificated technician at an automotive repair shop. It should be immediately installed back in vehicle after service. Removal of this device is grounds for termination.
- E. Service Dispatch: There should be no service call placed for anything at any dealer site unless approved by a Company Officer.

WORK PLANS:

- A. Your work week plans will be set by company each week. Your work hours should be in line with others at company particularly relative to time.

Our immediate objective is to turn around our dealer volume with new dealers, improved existing volumes, mystery shop scores, and loyalty activity. Mystery shop scores, participation in all major oil company programs, and loyalty participation are a paramount.

Wholesale/Dealer Relationship Manager

PRINT NAME: _____

Date: ____/____/____

Vice President

PRINT NAME: _____

Date: ____/____/____