





*The Power of Shell*  
*Moving forward together*





# The Power of Shell

*Moving forward together*

## **Our Brand**

- One of the most instantly recognized brands in the world
- More than 45,000 service stations in more than 90 countries
- A Health, Safety, Security & Environment leader

## **Our Fuels and Lubricants**

- World leader in Premium fuels – cutting-edge fuel technologies developed with Ferrari
- World leader in sales of branded lubricants – Pennzoil® and Rotella®\* T

## **Our Loyalty Alliance**

- Long-standing alliance with the most successful loyalty program in Canada, the AIR MILES®† reward program

## **Our Marketing**

- World-class convenience store offer – Shell Select program
- Best-in-class national TV, radio, print, direct mail and online advertising

## **Our Support Team**

- The employees of Shell share a passion to offer the best products and services – from service to consumers, to improved payment options, to supply reliability, to the fuel itself!

Shell and the Retailers strive to deliver a consistent Customer Value Proposition every day and leverage the Shell brand to its full extent.

***Our Vision is to be the Best  
Fuels Retailer in the World!***

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# The Power of Shell

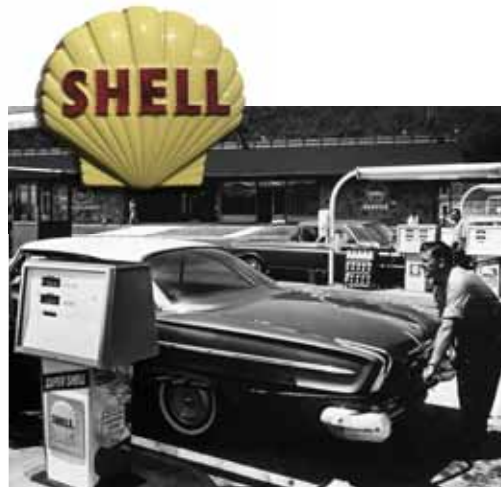
*One of the most recognized brands in the world*

*Our vision of becoming the best fuels Retailer in the world is more than just words; it lives in our actions every day.*

We have built our reputation during the last century by providing customers with quality fuels that differentiate Shell from the competition. Shell's global experience also presents us with the ability to leverage best practices and adapt to different retail environments. Shell gasolines are designed utilizing the international expertise of Shell scientists gained from years of experience in developing fuels for today's drivers and specialized users, including the Ferrari Formula One racing team. Together with a network of strong Retailers, we will achieve our vision.

We have developed comprehensive brand standards to provide our customers with the comfort of a consistent experience from one Shell location to another.

Shell is committed to growth by investing further in the brand and providing our Retailers with support to deliver the value customers demand.



The Shell logo is one of the world's best recognized symbols.

The symbol became a registered trade mark in 1891 and the Shell Transport and Trading Company was formally incorporated in 1897.

Every second of every day, 365 days a year, 300 vehicles visit a Shell retail site.

In addition to being a fuels and lubricants provider, Shell is also a world leader in gas exploration and extraction.

Renewable energies including solar, wind and hydrogen are also receiving considerable investment attention.

Shell is also a supplier of LPG (Liquefied Petroleum Gas) used in homes for heating, hot water and cooking.

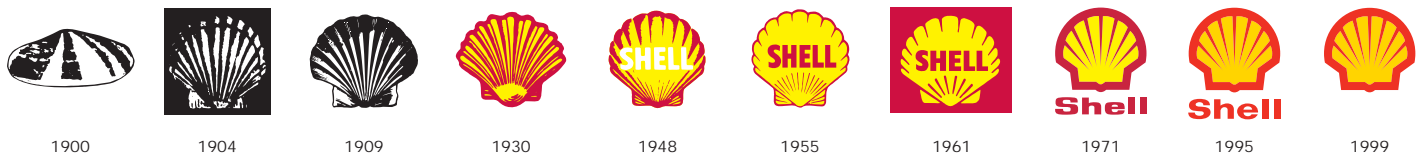
Extensive research and development enables Shell to be in the forefront of fuels technology. The associations with Ferrari and Ducati have provided an ideal platform for testing new formulations under the harshest conditions.

Shell's recent technical partnership with Audi Sport has helped push diesel technology to a new level.

### **Looking to the future**

Shell's goal is to help motorists save 10% or more fuel while driving.

Shell is pioneering synthetic products, including unique Gas to Liquids technology (GTL) Fuel. Derived from natural gas rather than crude oil, this technology delivers a cleaner burning diesel.



# It's not just fuel

*It's a shared passion for performance*

## 100 years of experience

Shell has more than 100 years of experience in developing the technology and services that make us a leading provider of innovative and new fuels today.

Shell offers a variety of high quality fuels, from Shell V-Power gasoline, Shell Bronze and Shell Silver to Shell V-Power™ Diesel and Shell Diesel.



Our experts spend countless hours listening to consumers to better understand their needs. Our experts are working closely with car manufacturers on changes in vehicle technologies, allowing Shell to understand the needs of those technologies and driving product development for optimal performance. With the introduction of the new Shell Nitrogen Enriched Gasolines, we have found a way to

make a great product even better. Every drop of Shell gasoline sold in Canada now contains a unique, patented cleaning system designed to seek and destroy engine gunk in all three grades of gasoline.

## Shell V-Power®

Shell is at the forefront of developing premium fuels. They are designed to improve performance and contain special formulations, including high levels of detergent that help clean critical engine parts.

Shell V-Power is the world's leading premium fuel.



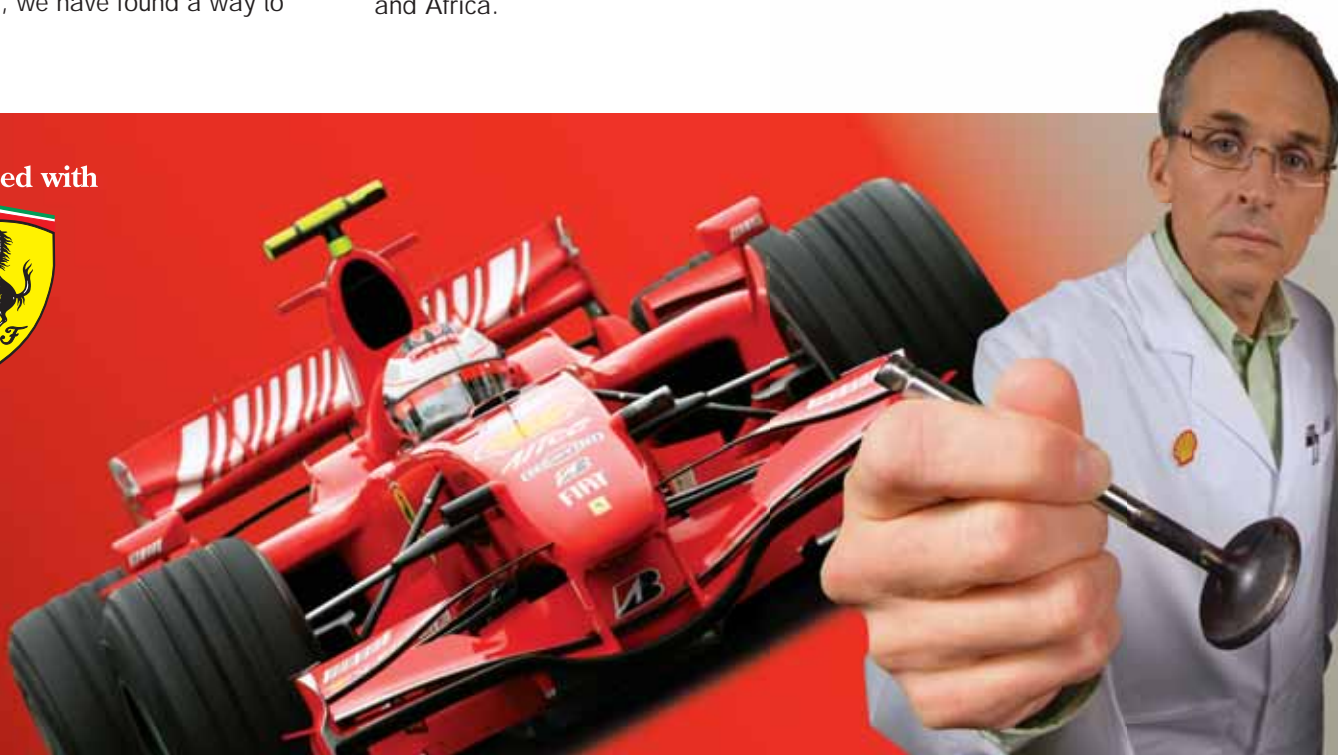
Since its introduction 10 years ago, Shell V-Power has become the premium brand at Shell retail stations across more than 60 countries in North America, Europe, Latin America, Asia-Pacific and Africa.

## Shell & Ferrari

Shell's 60-year relationship with Ferrari enables our scientists and engineers to develop cutting-edge fuels technologies for the racetrack and to transfer them to road fuels for the benefit of our customers.

Ferrari awarded the Shell Group its prestigious "Ferrari Innovation Award" in 2007. The award recognized Shell's enormous contribution to innovation and research applied to improving performance and reliability to Ferrari's F1 team.

Developed with







*“The high quality and well known brand name of Shell fuel has been a great asset to growing our business.”*

Guy & Cheri Meunier,  
Morinville, Alberta

### TOP TIER

We don't just meet TOP TIER Detergent Gasoline standards. We exceed them!

Six of the world's top automakers – Audi, BMW, GM, Honda, Toyota and Volkswagen – established strict TOP TIER Detergent Gasoline standards because engine performance can be adversely affected by poor quality gasoline.

We were the first national fuel company in Canada to exceed these standards and all our gasoline grades – Shell Bronze, Shell Silver and Shell V-Power® – qualify for this prestigious, high-level designation.



### Fuel Innovation

Shell is the world's largest distributor of first generation transport biofuels and we believe they too play an important role in meeting the global energy challenge. In Canada, Shell is lending its expertise and working cooperatively with governments and other stakeholders to meet renewable fuels mandates and make biofuels available to motorists.

We are working on many fronts to help meet the energy challenge – from stepping up our advocacy with governments; to investing to produce more oil and natural gas; to developing several of the key technologies needed to reduce greenhouse gas emissions from energy use.





# Lubricants

World's most trusted lubricant brands

*Shell is the global leader in sales of branded lubricants. We supply more lubricants in volume terms than any other competitor.*

We serve customers in approximately 120 countries with our product portfolio of 3,000-plus lubricant products. We market some of the world's most trusted lubricant brands like Shell Rotella®, Shell Rimula®, Tellus® hydraulic fluids, Helix®, Quaker State®\* and Pennzoil®\* motor oils.

Our technology focus is on delivering customer benefits in four areas:

- Energy efficiency
- Engine cleanliness
- Reduced machinery & equipment maintenance
- Improved equipment life & performance

We believe Shell lubricants are the very best available, and we back these with a no-compromise guarantee. To learn more visit [www.shell.ca](http://www.shell.ca).

## **Pennzoil**

### **Platinum™\* Full Synthetic**

- Cleans 3 times better than the leading conventional oil
- Cleans up to 46% of engine sludge in the first oil change
- As a full synthetic, it offers advanced engine protection

### **Conventional Motor Oil**

- No leading conventional oil helps keep engines cleaner than Pennzoil motor oil, based on ASTM D 6593 sludge results
- Cleans out up to 15% of engine sludge in the first oil change, based on a severe sludge test using SAE 5W-30



### ISO 9001 and 14001 certified

Shell's lubricant marketing facilities are ISO 9001 and 14001 certified.



ISO 9001 is the most comprehensive of the ISO standards. It requires companies to design, implement, and maintain quality control processes throughout their business activities.

Every manufacturing process that affects satisfaction of lubricants customers and their needs is regularly audited.

Shell has been awarded ISO 14001 registration for lubricant manufacturing facilities, refineries, gas plants, oil sands, and other business operations.

ISO 14001 is an internationally recognized standard for environmental management systems.

### Shell Rotella T

Our customers experience the latest in engine oil technology with the #1 selling brand of heavy-duty engine oil in North America.

Shell Rotella T Synthetic offers added benefits not found in a conventional oil. The Rotella T Synthetic formulation delivers:

- Improved wear protection – 34% better than the previous formulation\*
- Protection against soot – up to 36% improvement in soot control at typical motor-oil-soot levels\*
- Protection in all climates – up to 70% better oxidation resistance compared to conventional\*
- Fuel saving capability – through lower viscous friction

\* Compared to Shell Rotella T 15W-40 at typical end-of-drain soot levels, based on MACK T-11 soot-test analysis



# More ways to pay!

A wide portfolio of consumer and commercial cards

Shell accepts over 60 different types of credit cards across Canada – from our consumer and commercial offer to third-party cards. By accepting a wide range of credit cards, Shell ensures a competitive edge and continuous growth.

## Shell MasterCard® from BMO Bank of Montreal®



The Shell MasterCard from BMO is a best-in-class credit card that offers customers a compelling, tangible reward choice of AIR MILES®† or CashBack®.

The benefits of the Shell MasterCard to Retailers are:

- Helps acquire new customers
- Builds customer loyalty
- Increases fuel and convenience retail sales

## Commercial cards

Shell retail outlets also offer great services and possibilities for commercial customers. We offer a family of Commercial Fleet solutions and are constantly attracting more commercial clients, therefore striving to grow our customer base together!



### TRITON® card

The TRITON card is fabulous for fleet vehicles traveling locally or between provinces requiring access to fuel and services across the extensive Shell network.

- Shell Fleet Management works with businesses to keep their fleet moving, as every fleet has unique needs.
- Fleets that travel within Canada can access fuel and services at Shell truckstops, Shell aviation and Shell service stations.
- Great for Managers to set driver limits, check card usage and download reports in real time.



### FP Solutions card

The FP Solutions card delivers access to commercial clients for fuel and services at more than 6,000 locations across Canada and into the United States.

FP Solutions permits:

- Real time card control benefits at the fleet Manager's fingertips
- eManager software accessibility
- Flexible billing and payment options

For more information please visit [www.shell.ca](http://www.shell.ca)





In the store

### easyPAY®

Shell easyPAY is the fastest, most convenient and hassle-free payment process for customers to pay for their purchases inside the store or at the pump. This translates into:

- Increased sales
  - Fuel
  - In-store purchases
  - Impulse purchases
  - Car Wash purchases
- Customer loyalty
  - Faster transaction time
  - Shorter line-ups
  - Increased customer satisfaction resulting in increased customer loyalty



At the pump

Shell easyPAY uses a wireless radio frequency technology. The Shell system, in the store or at the pumps, reads the customer's secure easyPAY tag and automatically charges their purchases to the credit card selected when they signed up for the tag.

By increasing customer loyalty, easyPAY promotes business growth.

### Shell Gift Certificates

Offering gift certificates is a great way to build customer loyalty.

Shell's gift certificates are available for purchase through:

- Participating retail locations
- Shell Helps Customer Support Centre via phone order

Shell's gift certificates can be redeemed for fuel, lubricants, car washes, automotive supplies and in-store purchases.



# Point-Of-Sale technology

*Innovative thinking*

Shell's new standard for point-of-sale (POS) equipment, called Radiant, provides many benefits for Shell Retailers. This high-performance system combines state-of-the-art technology with innovative thinking.

## **Faster service**

Transaction speed is improved with an intuitive touch-screen interface, integrated credit card processor, scanner, high-speed printer, and equipment that's more reliable and durable.

## **Increase sales**

- Process customers faster during peak business hours
- Fully customize the POS menu to the site's unique requirements for ease of use
- Scan AIR MILES® cards
- Convenient item-level merchandise scanning

## **Train new employees in minutes, not days!**

- Perform real-time employee activity analysis for improved fraud detection
- Streamline shift changeover and end-of-day closing processes
- Automate daily data backup process with built-in functionality
- 90-day electronic data storage for easy sales data retrieval

## **World-class support**

Shell offers its Retailers bilingual support 24/7, with remote access to the site's system via the Site Operations Support (SOS) Help Desk. Any failed hardware is quickly replaced to minimize downtime at the site.

## **Get connected!**

Not just a POS system, Radiant also connects our Retailers to the Web through its Site Controller personal computer.

## **E-mail system**

An E-mail system built into Retailer website provides faster, more efficient communication between the Retailer and Shell.



# AIR MILES® reward program

Going the extra mile to gain customer loyalty

The AIR MILES reward program has been North America's premier loyalty program for more than 15 years and Shell has been part of this success since the beginning.

With over two thirds of Canadian households participating in this program, this is a key point of differentiation for Shell within the fuel category.

This means over 9 million Canadian households have the opportunity to receive more value for their money by earning AIR MILES reward miles when they shop at Shell on purchases including fuel. The AIR MILES reward miles earned can be redeemed for travel and consumer products. In fact, more than 6 out of every 10 transactions at Shell currently receive AIR MILES reward miles.

Throughout the year, Shell also provides the opportunity to earn Bonus AIR MILES reward miles.

This strategic alliance enables us to:

- **drive profitable fuel volume;**
- **deliver enhanced customer value;**
- **build customer loyalty.**

The success of the AIR MILES program starts with our Retailers when they offer AIR MILES reward miles to every customer.

To learn more, visit [www.shell.ca](http://www.shell.ca).

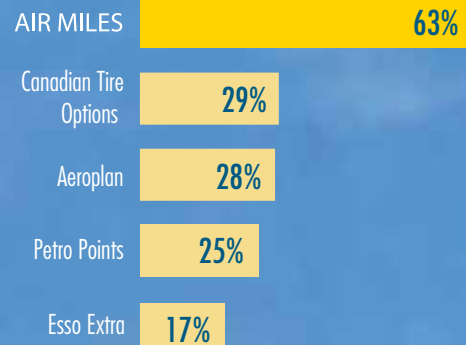


*"Shell's AIR MILES program and bonus offerings are extremely popular with many customers. It allows us to reward our valued customers and brings them back."*

Narinder Gill  
Kaladar, Ontario



## Enrolment in Canadian Loyalty Programs



Source: Canadian Marketing Association,  
February 2006



# A world-class support team

*Customer satisfaction is our day-to-day priority*

*Shell is a worldwide organization of many thousands of passionate individuals working together with Retailers to deliver a consistent Customer Value Proposition and ensure the Brand is leveraged to its full extent.*

## **Shell Helps Customer Support Centre**

This is a bilingual service during core business hours for our Retailers and their customers regarding:

- Customer commendations, complaints or inquiries
- Shell products technical information
- Shell AIR MILES®, easyPAY® and gift certificates information

## **Site Operations Support Centre (SOS)**

The SOS Centre offers our Retailers and their associates 24/7 bilingual support, with remote access to the Point-of-Sale Technology and assistance in reporting incidents.

## **Shell Emergency Line**

A 24/7 bilingual service to report serious emergency or environmental situations.

## **Customer Service Centre (CSC)**

The CSC is the contact centre for all account inquiries, providing a central point of contact during core hours.

## **Data Business Forms**

Retailers can order stationery and forms supplies for their site by simply calling DATA's voice response system (VRS) 24/7.

## **Shell Link**

This is a bilingual fulfillment service available 08:00 to 17:00 (Eastern Time) for ordering point-of-purchase signage.

## **Shell Boutique**

"Shell Exclusives" branded merchandise can be ordered during core hours (EST) by phone or Internet.

## **Global Channel Survey**

On a regular basis, we obtain our Retailers' feedback to understand their satisfaction level on various aspects to continuously improve our programs and relationships.

## **Retailer website**

This website provides rapid access to tools, information and resources that help Retailers manage their businesses in accordance with Shell's guidelines.



# We honour achievement

*At Shell, we honour achievement in customer service with our Rewards and Recognition Program.*

The objective of the program is to honour outstanding performance at annual awards celebrations.

**The program helps our Retailers:**

- Deliver excellence in customer service and program execution
- Build customer loyalty
- Enhance sales performance
- Identify performance gaps
- Continuously aim at improving operational performance

**Supported through:**

- Training and manuals
- Evaluations completed by our Territory Managers and Mystery Shoppers

Our Rewards and Recognition Program is continuously improving based on consumer feedback ensuring we move from “good” to “best”.



## **Community Involvement Program**

The volunteer efforts of our Retailers are recognized and rewarded by the Shell Community Fund (SCF), a unique program established to provide financial support to not-for-profit organizations.

Our SCF helps build the Retailer's business through assisting worthwhile projects, sporting teams, and other causes in communities. In the last decade, the SCF has awarded over \$4 million.



## **Uniforms**

A stylish appearance makes the best possible impression on our customers!

### **Modern and professional design**

The new uniforms offer a combination of comfort and up-to-date look without compromising safety.

### **Key features**

- Highly visible Shell logo
- Reflective bands on all outdoor garments to increase safety
- Proudly displays the “Developed with Ferrari” logo
- Wrinkle-free to ensure best impression
- Strengthens team spirit

# HSSE & Sustainable Development

*A Health, Safety, Security & Environment leader*

*Shell is known in the industry for taking a LEADERSHIP role with respect to its focus and clear passion towards HSSE in Retail.*



- We are dedicated to constantly promoting safe behaviour at all our retail locations.
- Shell Retailers, staff and contractors are committed to making HSSE a part of their everyday activities and decisions.
- In order to facilitate this, we have created and pledge ourselves to Goal Zero – No Harm to People.
- Our key focus is Safety.
- We are proactive by developing plans to manage HSSE risks as part of running the business in a safe, secure manner.
- We look for new and improved ways to make our sites safer. We have yearly National Safety Awareness campaigns where we reaffirm our commitment to safety as one of our core values.

## **Thinking about today with tomorrow in mind!**

Shell reaffirms its commitment to sustainable development every day by living up to its commitments. We are dedicated to operating our organization within a framework of sustainability, and we apply our principles of sustainable development to all our business decisions – social, environmental and economic – every single day.

### **Environmental Commitments**

Learn how we're living up to our environmental commitments.

### **Social Commitments**

We work to manage and meet our social commitments every day.

### **Economic Commitments**

We ensure our business achieves the best financial performance within a framework of commitment to sustainability. For us that means helping meet the world's growing energy needs in economically, environmentally and socially responsible ways.





# Insurance coverage

*Peace of mind*

*Shell Retailers benefit from our Global Insurance program. With insurance coverage specifically designed for our retail business, it's easy and friendly for the Retailer and the Claimant.*

## **Key benefits**

- Coverage extended to General and Commercial Liability at the site
- Custom-tailored coverage for today's gas retail business industry
- Under specific guidelines Retailers are covered for:
  - Business Interruption for Inventory loss
  - Crime Insurance specific to stolen cash deposit, pay point theft
  - Critical Incident Stress Counselling and more!

Shell provides a toll-free number for Retailers or our Claimants to report their claim. Our team is trained to collect relevant information to ensure the Insurance Adjusters are equipped to manage your claim.

To minimize business interruption and ensure customer satisfaction our insurance claim process is quick and easy. All claims are managed through a Professional team of Independent Insurance Adjusters.

At Shell, we continuously review our Insurance Program to ensure "fit for purpose" for our always evolving Retail business.



# Shell Select convenience store

*Your one-stop shop to profit!*



*Shell Select convenience stores have been developed to meet Shell customers' needs today and every day.*

Shell implements many marketing tools, equipment and programs designed to maximize efficiency and profitability.

- Advertising and marketing programs
- AIR MILES® reward miles offer tied into merchandizing promotions
- Merchandizing planograms and store layout provided
- Monthly convenience store promotions including signage and displays delivered directly to the site
- Shelving and equipment supplied by Shell
- Loyalty cards for our signature products
- In addition, Shell pays for all credit/debit card and AIR MILES fees

The internal layout of the Select convenience store has been carefully researched and designed to provide maximum impact.



## **Approved suppliers and products**

- Our marketing team works with a select group of approved suppliers to ensure that we are providing our customers with the best products (taste, quality, freshness), and well-recognized brands at the most competitive prices possible.
- Our category managers secure vendor resources to help make our stores as successful as possible. They negotiate attractive promotional deals with preferred suppliers for most of the store inventory.
- By purchasing through these companies, volume-based savings reduce costs for every Retailer in the network and maximize the profit margins on the products sold in the store.

## **Internal web resource**

Our Retailer Web gives Retailers access to a wealth of resources to successfully manage their business. It contains:

- National Price Book system
- Daily updates booking opportunities
- Merchandizing tips
- New product listings and de-listings
- Sales reports
- Settlement reports





**Shell Java Café™**

- Java Café is Shell's proprietary coffee brand.
- It has been a core offering for more than 10 years.
- It's a real traffic builder: highly popular and highly profitable.
- Customers appreciate organic product offering that supports Shell's commitment to sustainability.
- Java Café collector cards build customer loyalty.
- It's another reason customers choose Shell.



**Shell Thirst Buster**

- Thirst Buster is a recognized frozen carbonated beverage.
- Its variety of colourful and appealing flavours makes it fun and profitable.
- It's another proven traffic builder for a wide range of customers, especially for pre-teens, teens and young adults.
- It's as much an in-store impulse purchase as a reason to choose Shell.
- Thirst Buster collector cards build customer loyalty.



**Rain-X® products available at Select stores**

- Rain-X, The Invisible Windshield Wiper, improves wet weather driving visibility by repelling rain and by helping to keep sleet and snow from sticking.
- Rain-X is featured throughout Shell's line-up of automotive products, including the innovative Rain-X All Season Washer Fluid.
- Shell is the only national gas station to offer a full suite of Rain-X branded products in Canada.

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 ®† Trademark of Pennzoil-Quaker State Company. Used under license by Shell Canada Products.



# Car Wash

Shell Car Washes are a great way to increase traffic and revenue.

## Strong competitive advantage

- Large, national network – #2 by size in Canada
- Recent capital spending to modernize, strengthen and help standardize our Touchless Wash
- The only national player to offer Rain-X® Online Surface Protectant
- Higher average revenue per wash compared to industry figures
- An innovative fleet discount structure for our largest customers
- Retailers earn a very competitive commission on car wash revenue
- Backed by multiple promotions throughout the year, featuring the AIR MILES®\* rewards program



## Prepaid Coupon Program

This prepaid car wash coupon helps our Retailers build their car wash business, which in turn will drive more dollars into their pocket.

Its goal is to enable Retailers to approach potential large volume car wash customers with confidence, earn their car wash business, and keep that lucrative business into the future.

## Collector Card

Shell provides Car Wash collector cards, a great tool to increase customer loyalty.



# Maintenance

## *Critical to optimize the site operation*

It is essential that all Shell-branded retail sites be presented in a consistent manner that is recognizable to customers.

The equipment provided has been selected for its appearance, efficiency, practicality, durability and economy in both price and cost of operation. It is intended to help optimize the operation, performance and appearance of the facility.

### **Customers tell us:**

- They want an uncluttered store that provides quick and easy access to items.
- They are attracted to tidy sites.
- A well-kept site is a well-run business and signifies the site is indeed "Ready for Business".

To maximize the success of the site, we work together to ensure that all facility components and equipment are clean, operational and properly maintained at all times.

The regular maintenance of this equipment, as recommended by the manufacturer or Shell, is an integral part of ensuring the ongoing efficient operation and image of the facility.

Properly maintained equipment will help:

- minimize downtime;
- reduce loss of sales as well as the dissatisfaction a customer experiences with "out of order" equipment;
- ensure a consistent visual image to the customer and the appearance of a well managed facility.

### **Shell provides installation, regular inspection and repair of:**

- all petroleum equipment;
- all major food store equipment (e.g., air conditioning and ventilating systems, refrigeration equipment, etc.);
- all car wash equipment.

Retailers are expected to keep records of maintenance activities and do minor preventive maintenance and repair.



# Impressive training

## Ongoing support

### Retailers begin their Shell journey by participating in world-class New Retailer Training.

The Retailer will receive ongoing support from:

- District Manager
- Territory Manager
- Sales & Development Manager
- Merchandisers
- Customer Service Representatives
- Shell Helps Call Centre
- Health, Safety, Security & Environmental Representatives
- Category Managers
- Training Department
- On-Site Trainer

Our Retailers have a team of experts ready to help them succeed in this exciting world of Retail.

### New Retailer Training

The first step to becoming a Shell Retailer is to learn about the Shell Canada Retail business. Building business skills is a Retailer's passport to managing a successful retail site.

Each new Retailer with Shell must successfully complete our training course before operating a Shell site. Shell's New Retailer Training Program has been developed to help achieve greater bottom line profits and realize steady growth.

Our New Retailer Training Program involves both classroom and On-Site Training. The classroom training is conducted by experienced, professional Classroom Trainers. Our On-Site Trainers are Shell Retailers who are recognized as successful site operators and are well-respected leaders in the Company.

#### Orientation – 2 to 3 days

If a trainee is new to this industry, attendance will be required at Orientation Training. This will acquaint

the trainee with the basics of the business, industry terminology, give a first hand look at our Point-of-Sale System (Radiant), and introduce the importance of health and safety.

If the trainee has experience in the business, but has not operated our specific Point-of-Sale System (Radiant), participation in the Orientation Training Program will also be required.

#### Week One (Classroom) – 5 days

We have several Learning Centres located in major urban centers.\* During our classroom training the trainee will be provided with the theory, knowledge and information tools to help in becoming a successful Shell Retailer.

#### Week Two

##### Hands-on experience – 5 days

Shell has a structured "On the Job" training method that is implemented by trained Shell Retailers. The "Hands-On Training" will truly assist in becoming a more effective successful Shell Retailer.

#### Week Three (Classroom) – 5 days

The trainee will return to the Shell Learning Centre to complete another week of classroom training and Retailer Certification.

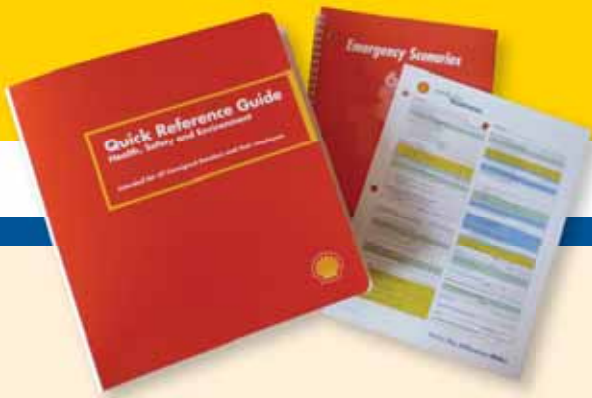
#### Onboarding – 2 days

Once the successful trainee has taken over a site, we will send a trainer to spend 2 days with the new Retailer. The Trainer will help the new Retailer get organized and set up a daily routine. This "Hands-On Training" at their site focuses on giving confidence in the new Retailer's ability to perform.

Our New Retailer Training Program provides detailed basic information which will help in operating a Shell Retail Business efficiently and successfully.







### **Scope of New Retailer Training:**

- Health, Safety, Security & Environment Training
- Site Maintenance
- HSSE Representative – conducting HSSE inspections
- Radiant Systems (cash register and back room activities)
- Customer Service Program
- Hiring Sales Associates
- Convenience Retailing
- Method of Payment (Credit Card Management)
- easyPAY® and AIR MILES®\* Programs
- Fuel Distribution
- Product Knowledge
- Security

The training fees are part of the Retailer's initial investment. This fee will be collected by Shell within one month of the first site takeover. Expenses incurred for travel, lodging, food, etc. will be the trainee/Retailer's responsibility. A small investment for an exciting future!

### **Multiple-Site (Cluster) Training**

Three to six months after taking over their first site, the Retailer will return to a Shell Learning Centre to participate in Cluster Training. Cluster Training is a two-day blended learning program. This program is comprised of elements that concentrate specifically on developing skills required to be a successful cluster Retailer. Please note a minimal fee is collected for the Cluster training.

### **Forever Learning**

Retailers continue to learn through Coffee Meetings, On-Line Training, E-Learning, District Meetings, Conventions and Workshops offered by Shell.

*\*Every effort will be made to accommodate training as close as possible to the trainee's home base, however, On-Site and Classroom Training locations depend on several variables.*



*"I am writing this letter to thank you and your team for providing me the amazing training. I joined this training with a feeling of knowing everything because I have 20 years experience in the petroleum industry.*

*My thoughts changed as soon as we started learning HSSE. This was very thorough, compared to the training provided by other gasoline companies where they barely touch HSSE.*

*As a result of this training I am more confident and aware of health, safety, security of all the parties involved in any kind of transaction with Shell. I also learned that we play a very important role in safeguarding our environment.*

*Before this training, running a gas bar to me seemed like running a convenience store, but now I realize the difference between a gas bar and a convenience store.*

*I would like to thank you and your team once again and please keep up the good work."*

*Rajesh Lakhanpal  
Edmonton, Alberta*

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\* Trademark of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Inc. and Shell Canada Products.

# A dynamic, modern look

## New Retail Visual Identity (RVI)

*Retail Visual Identity is the dynamic, modern and welcoming look of Shell's retail sites.*

- RVI is Shell's global image.
- RVI strongly influences customer perception of the Shell brand, and plays an important role in the Retailer's success.
- RVI is designed to communicate effectively on the forecourt.

### **NEW RVI Evolution**

Shell's new RVI Evolution creates a unique and fully integrated retail experience for customers around the world.

#### **Clearer communications**

As well as giving a more modern and vibrant look, RVI Evolution has provided an opportunity to improve communications on the forecourt. Fuel price displays and directional signage have been designed to clearly communicate the most important information and facilitate an easier and safer refuelling experience. There is a much stronger focus on the communication of our premium fuels offer and a more effective display of our marketing material that helps customers easily understand and respond to new offers and products.

#### **A productive strategy**

The thinking behind the creation of Shell's RVI Evolution is already yielding benefits. Consumer research has shown that the evolved 'look and feel' positions the Shell brand as modern and forward-looking. Customers like the ease with which they can find what they are looking for, and have responded well to clearer signage and more attractive communications materials.

The RVI Evolution creates a better experience for our customers.



# Shell in Canada Firsts

- 2006** First national fuel company to offer TOP TIER Detergent Gasoline across Canada
- 2001** First Canadian oil company to offer cashless and cardless payment at the pump, with the introduction of Shell easyPAY®
- 1989** First Canadian oil company to completely stop selling leaded gasoline
- 1987** First toll-free telephone customer service line: the Shell Helps Centre
- 1972** First major Canadian oil company to open convenience food store to serve customers better
- 1970** First Canadian oil company to sell unleaded gasoline: Shell Ultra Unleaded
- 1968** First self service gasoline stations in Canada
- 1958** First tunnel car washes in Canada, and still one of the largest car wash operators in Canada
- 1955** First ignition-control ingredient in gasoline: TCP





**Bring more power to your retail business!**

Retail Business Opportunity  
Call us at 1-866-318-2445  
or visit [www.shell.ca/retailbusinessopportunities](http://www.shell.ca/retailbusinessopportunities)