

# MEMBERSHIP EXCELLENCE

CAA DOLLARS

MEMS 100

Module Title

Module Number

PAGE 1 of 4

## DESCRIPTION OF PRODUCT AND SERVICE

1. Show Your Card and Save makes a BCAA Membership even better value by offering everyday savings for our members, unlimited ability to earn CAA Dollars and special value adds and offers for members only.
2. Provides an incentive for members to be able to acquire BCAA products for free. With the savings and earnings from SYC&S, members can easily pay for the cost of membership.
3. Provides a way for members to pay for, in the form of credits, other BCAA products such as retail, insurance and travel. CAA Dollars are similar to any point structure however they are better in the fact that they provide dollar for dollar value. For every dollar a member collects they will save equal value on BCAA products.
4. Rewards members for using specific partners such as Kirmac and Best Western instead of other BCAA related partners such as Husky or MBNA.
5. Helps add additional value to membership as it provides guaranteed revenue back to BCAA as members can only spend CAA at BCAA.



"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

## IDEAL MEMBER PROFILES

1. The member values the ability to collect points (i.e. CAA Dollars, Air Miles, Aeroplan, Petro Points) New members cite CAA Dollars as a key feature in their membership.
2. The member often commutes long distances, and / or drives to work 3 to 5 days a week.
3. The member has had a recent car accident or requires a new radio or is interested in satellite radio for their car.
4. The member typically stays at 2 or 3 diamond hotels or is interested in moving their household within the next year.
5. The Member buys the majority of their purchases with their credit card so that they can collect points. Members who buy the majority of their purchases with their credit card generally like loyalty programs. With the CAA MasterCard members can earn points a lot faster.
6. A member buying an auto related product. The average BCAA member earns \$20 in CAA Dollars per year on their fuel purchases with Husky and Mohawk.
7. Members who value collecting points tend to use partner offers more often. Members who are collectors value CAA Dollars more. On average over 20,000 members collect enough CAA Dollars to have their membership paid for them automatically.



SERVICE

RELEVANCY

VALUE

GROWTH

ACQUIRE

RETAIN

# MEMBERSHIP EXCELLENCE

CAA DOLLARS

MEMS 100

Module Title

Module Number

PAGE 2 of 4

## PRODUCT/SERVICE FEATURES & BENEFITS

1. Feature: Members earn 1.5 cents per litre in CAA Dollars  
Benefit: Members who purchase 100 litres per month or 1200 litres per year will earn \$18 CAA Dollars simply by going to Husky and Mohawk
2. Feature: Members earn 0.5 cents per litre bonus in CAA Dollars for all purchases totaling over 125 litres in a month  
Benefit: Members who typically purchase 125 litres per month or 1500 litres per year will earn \$30 CAA Dollars simply by filling up more often
3. Feature: Members who purchase eligible items at a Husky and Mohawk convenience stores earn 3% of total spend in CAA Dollars  
Benefit: Members who purchase a coffee every morning can collect an average of \$12 CAA Dollars in a year ( $\$1.69 \times 5 \times 4 \times 12 \times 3\%$ )
4. Feature: SIRIUS Satellite Radio provides \$10 CAA dollars with every subscription  
Benefit: Members who subscribe for one year or more earn \$10 CAA Dollars after 90 days
5. Feature: Best Western gives \$10 CAA Dollars for every 2210 points earned through their Best Western Gold Crown Club program. Enrollment is free through Best Western.  
Benefit: Members who stay an average of 3 nights will earn enough points to earn \$10 CAA Dollars
6. Feature: AMJ Campbell Van Lines provides \$70 CAA Dollars on moves of over 2000 pounds  
Benefit: Members who move their Household with AMJ will earn \$70 CAA Dollars
7. Feature: Members who eat at Husky and Mohawk Restaurants earn 4% on their total bill  
Benefit: Members who spend \$50.00 on their family meal will earn \$2.00 CAA Dollars
8. Feature: MBNA CAA MasterCard provides 1 - 2% on all eligible purchases no matter where members buy.  
Benefit: Members who use their CAA MasterCard earn lots of CAA Dollars. All eligible purchases earn 1% and all purchases placed at a Husky and Mohawk station earn an additional 1% for a total of 2%

"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

SERVICE

RELEVANCY

VALUE

GROWTH

ACQUIRE

RETAIN

# MEMBERSHIP EXCELLENCE

CAA DOLLARS

MEMS 100

Module Title

Module Number

PAGE 3 of 4

## NEEDS IDENTIFICATION

1. Tell me how you like to be rewarded with value points systems?
2. Tell me about the loyalty programs you may have at a gas station, with an airline, at a grocery store, or anywhere else?
3. Tell me about any plans you have for moving in the near future?
4. Tell me about the type of music you like to listen to and what you think about commercials?
5. Tell me how you use your credit card? Do you use it to pay for most of your everyday purchases?



"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

## TYPICAL MEMBER QUESTIONS

1. How many CAA Dollars do I get at Husky?
2. How Many CAA Dollars do I get at other partners?
3. How can I use my CAA Dollars?
4. Do all partners give CAA Dollars?
5. Can you buy CAA Dollars?



SERVICE

RELEVANCY

VALUE

GROWTH

ACQUIRE

RETAIN

# MEMBERSHIP EXCELLENCE

CAA DOLLARS

MEMS 100

Module Title

Module Number

PAGE 4 of 4

## TYPICAL OBJECTIONS



### Objection

### Response

1. Why can't I collect CAA Dollars with all partners?

1. Not all partners have a way to provide them.

2. Why doesn't BCAA have more partners with CAA Dollar offers?

2. It takes time to find partners who provide great value to members as we require best in class offers. Our members only deserve the best.

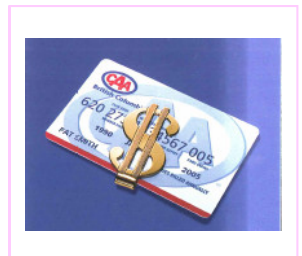
3. Why should I bother to collect CAA Dollars?

3. Helps you pay for your membership so why not collect CAA Dollars so that you can earn part or all of your membership for free.

"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

## IDENTIFY POSSIBLE CLOSING QUESTIONS

1. How would you like to be able to get your membership for free?
2. How would you like to be able to collect enough CAA Dollars so you could go on a trip?
3. How would you like to have help paying for your insurance?
4. With the cost of everything today how would you like a way to put money back in your pocket?
5. How would you like a way to feel protected at the same time be rewarded for being a member?



SERVICE

RELEVANCY

VALUE

GROWTH

ACQUIRE

RETAIN