

MEMBERSHIP EXCELLENCE

HUSKY AND MOHAWK

MEMS 102

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DESCRIPTION OF PRODUCT AND SERVICE

1. Rewards members for purchasing Husky and Mohawk fuels. The program provides 1.5 cents per litre for regular / midgrade fuel, 2.0 cents per litre for premium gas, plus .5 cents per litre bonus for purchases over 125 litres in a month.
2. Helps add additional value to membership
3. Rewards members for purchasing other Husky and Mohawk products. Members earn 3% for any eligible purchases in a convenience store, car washes, or repair centre.
4. Rewards members for purchasing their meals at Husky House Restaurant. Members earn 4% on total spend.
5. Members who pay with their CAA Platinum Plus MasterCard® can earn 2% in CAA Dollars for the total amount spent at Husky and Mohawk locations (instead of the usual 1% on purchases made elsewhere).



"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)
2. The member often commutes long distances and lives anywhere in BC
3. The member typically drives to work 3 to 5 days a week
4. The member likes the idea of alternative fuel
5. The member cares about the environment



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PRODUCT/SERVICE FEATURES & BENEFITS

1. Feature: Members earn 1.5 cents per litre for regular gas, 2.0 cents per litre for premium gas and 0.5 cents per litre bonus for purchases totaling over 125 litres in a month.
Benefit: Members who purchase gas at a Husky and Mohawk station can earn enough points to potentially pay for their membership or other BCAA products and services.
2. Feature: Husky and Mohawk uses alternative fuels.
Benefit: Members health and the environment will benefit.
3. Feature: Members who purchase items at a Husky and Mohawk convenience store earn 3%.
Benefit: Members who purchase a coffee every morning can collect additional CAA Dollars in a year.
4. Feature: Members who eat at Husky and Mohawk Restaurants earn 4% on their total bill .
Benefit: Members who eat their family meal will earn extra CAA Dollars in a year.
5. Feature: CAA MasterCard used at Husky and Mohawk locations will earn an additional 2% in CAA Dollars
Benefit: Members are able to earn extra CAA Dollars in addition to the regular CAA Dollars earned on each product.
6. Feature: Members earn the same amount of CAA dollars on all fuel including diesel and propane
Benefit: Members are able to earn extra CAA Dollars by buying gas for all of their needs including lawnmowers.

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NEEDS IDENTIFICATION

1. Tell me about the value points or loyalty systems you belong to?
2. Tell me about any rewards you get at your local gas station?
3. Tell me how you are currently minimizing your impact on the environment and what role your chosen fuel plays on it?
4. Tell me where you like to go to eat?
5. Tell me, do you drink coffee or buy a newspaper daily?



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TYPICAL MEMBER QUESTIONS

1. How many CAA Dollars do I get at Husky and Mohawk?
2. How many CAA Dollars do I get for buying fuel at Husky and Mohawk?
3. What can I use the CAA Dollars earned at Husky and Mohawk?
4. Besides gas, what can I buy to earn CAA Dollars? Do all partners give CAA Dollars?
5. Can I buy CAA Dollars on all products at Husky and Mohawk?



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TYPICAL OBJECTIONS

Objection

Response

1. Why can't I collect CAA Dollars on Lottery tickets?

1. As there is no margin in Lottery Tickets Husky and Mohawk are not able to provide a loyalty bonus on that product.

2. When I used Husky and Mohawk gas my car pings and my mechanic told me that Ethanol is bad for my car?

2. You may want to contact a dealership and ask them if it will damage it. Typically, it is just a matter of letting your car get used to it as with most things it takes a little time; especially if you have been running another type of gas for a long time.

3. Why doesn't Husky and Mohawk pay more CAA Dollars. I use to earn more before?

3. In 2005 Husky and Mohawk changed the program to make it manageable as it was costing too much money. It now pays per litre instead of a percentage of total spend. As half of our members use Husky and Mohawk we worked closely with them to keep the program going to help our members save.

4. What happens if I forgot to swipe my card?

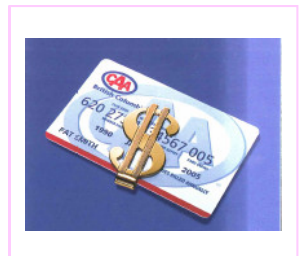
4. No problem, just bring or send your receipt in within 30 days and we will manually process it.



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IDENTIFY POSSIBLE CLOSING QUESTIONS

1. How would you like to be able to get your membership for free simply by buying your fuel at Husky and Mohawk?
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 simply by buying your gas at a Husky and Mohawk?
5. How would you like a way to earn CAA Dollars daily simply by doing something you're already doing today like buying coffee or a newspaper?



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