

[performance]

Marketing communications and employee performance improvement case history

Channel sales literature portfolio for Shell Lubricants' worldwide distributor network guides less-experienced sales personnel to deliver effective presentations

procedures development

Marketing & Salesforce Development

strategic competency programs

curriculum development

marketing and customer communications

training development processes and software

behavioral safety analysis software and safety communications programs

Comprehensive literature suite

When Shell Lubricants contracted Acumen Design to produce a comprehensive suite of literature for all their automotive distributor channels, Daniel Follette was called in to help develop the literature strategy, format and content. Program success led to an additional program covering all industrial distributor lines of business; and later, to another suite for their B-to-B growth program.

International development team

Daniel Follette worked with the development team leader in Bogota and content providers around the world. Close work with Acumen designers was necessary for rapid turn-around.

Shaping distributor presentations

One of the drivers for the program was the fact that distributors' sales representatives frequently know very little about the channels or what motivates customers' purchases. The literature answered this concern several ways. First, the literature provided basic information about each channel so that the representative would be aware of what drove each channel's business. Second, the literature was formatted and written so

that it provided the structure for an intelligent, effective sales presentation. Third, the literature grouped the elements of the value proposition into packaged programs that addressed specific business drivers.

Shell Growth Generation Programs
for Automotive Retailers

Your Automotive Retailer Business
Automotive retailers specialize in off-the-shelf retail sales of automobile parts, accessories, lubricants and supplies. You sell primarily to do-it-yourself customers who maintain their own vehicles and to independent workshops. Motor oil is a primary source of customer traffic. Key success factors for your business include stocking a preferred lubricants brand, a knowledgeable staff, customer trust, wide product availability, creating a good shopping experience, and in-store communications that tell customers what you stock and where to find it.

Shell Recognizes Your Needs and the Role the Shell Brand Plays in Your Retail Business
Primary automotive retailer concerns:

- Maintaining the customer's trust that your products are authentic and your prices deliver good value.
- Having the brand and product the customer is looking for.

Role of lubricants brand in the automotive retailer business:

- Customers shop for brand and Shell Lubricants are the preferred brand around the world. You can increase your sales volume by stocking Shell products.
- When you stock Shell Lubricants products, you reinforce customers' trust that you stock genuine, quality products.

Why Customers Buy at Automotive Retailers

- Customers choose the retailer that stocks their preferred brand.
- They go where they can easily and reliably find what they want.
- They choose a shop where they feel pricing is fair and they have had a good shopping experience.

Growth Generation Programs

LEADING BRAND	PRODUCT PORTFOLIO	RIGHT SELL	CUSTOMER PROMOTIONS	PRODUCT TRAINING
Shell brands are the first choice of customers around the world. Shell brands differentiate your offer to customers. • Shell Helix • Shell Rimula • Shell Spirax • Shell Dorex	The breadth of the Shell product portfolio offers a choice for customers and coverage of your customer needs. "By using Shell brands in your retail business you will attract and retain more customers and support higher margins."	Right Sell provides visual aids and a process to guide product choice. Right Sell makes it easier for you and your customer to select the right Shell product. "With Right Sell, it is easy for customers to understand the value of the right Shell product."	Innovative promotions contribute to Shell and your business being first choice among customers. Attractive themes and excellent implementation will assist you in building sales. "Attractive promotions lead to increased traffic from new and existing customers."	Our training in brand positioning and product technology will enable your staff to provide sound advice and use proper techniques and tools for complete lubrication service. "The Shell brand and your knowledgeable staff reassure customers and drive customer retention."
<input checked="" type="checkbox"/> Customer Attraction	<input checked="" type="checkbox"/> Customer Retention	<input checked="" type="checkbox"/> Customer Satisfaction <input checked="" type="checkbox"/> Margin Improvement	<input checked="" type="checkbox"/> Customer Retention <input checked="" type="checkbox"/> Customer Satisfaction	<input checked="" type="checkbox"/> Customer Attraction <input checked="" type="checkbox"/> Customer Retention

Business Success Factors

Shell Lubricants

CHANNEL SALES LITERATURE PORTFOLIO
ONE PAGE CVP PER CHANNEL

Front Page

Here's a sample of the front of a typical ONE PAGE CVP PER CHANNEL and how you can use the information to sell.

1. This line always lists the channel.
2. This section summarizes what business in this channel is all about. To a customer, this section confirms that you and Shell understand their business. If you are less familiar with the channel, this information can give you a good overview.
3. This section further demonstrates that you understand your customer's business. It provides more specific information about their key concerns and the role that the Shell Lubricants brands can play.
4. It's important that programs engage consumers and motivate them. This section indicates that you and Shell Lubricants understand what makes consumers buy.
5. The core programs section presents the support available to all channels. These programs are global. The parts of this section include:
 - Program Title—The name of the program
 - Program Image—A picture, image or icon that will characterize the program and also appears on the corresponding PROGRAM DESCRIPTION to make it easy to identify
 - Program Description—A brief description of the program
 - Benefit Quote—A compelling statement describing what the program can do
 - Business Success Factors—Names of the most important benefits each program was designed to produce:
 - Consumer Attraction
 - Consumer Satisfaction
 - Consumer Retention
 - Margin Improvement
 - Business Enhancement

Each ONE PAGE CVP PER CHANNEL lists the factors most directly addressed by the program. Even if a factor is not listed, a support program may impact it. The list only indicates the most important factors.



- 1
- 2
- 3
- 4
- 5

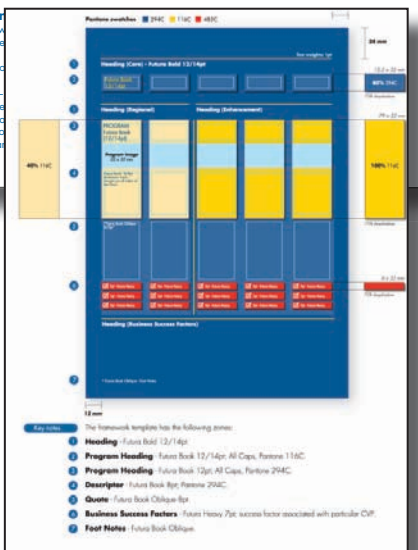
CHANNEL SALES LITERATURE PORTFOLIO
Using your Toolkit

This literature is designed to help you create a better relationship with your customer. While the pieces can be used as a leave-behind or can be mailed to a customer, Shell does not recommend they be used that way. We strongly recommend you present the programs in person and use them to engage your customer. Here's how.

- **Get familiar with the format**
The first thing you need to do is get familiar with the new literature. You can see where the elements are described, above. Pick a few and review them.
- **Choose your channel**
Before you visit a customer, identify what channel they represent and pull all the literature for that channel.
- **Read the pieces before you use them**
You want to be thoroughly familiar with each piece before you use them. In addition, reviewing all the pieces for the channel into which you are selling will give you valuable insight into the channel.
- **Use the ONE PAGE CVP PER CHANNEL to help the customer select programs**
When you meet with your customer, present a copy of the summary. It may help to review the document, section-by-section with them, especially if they are less familiar with your firm or Shell Lubricants. You can point to the title and use language something like this:
"This sheet presents the programs that Shell has put together for businesses like yours."
"Shell has invested a great deal in understanding your business and addressing its concerns. When you get down to the section with these boxes, let me know and we can go over the programs."
You may want to emphasize specific points about the role of lubricants in their business. Then present the programs.
- **Present the programs using the PROGRAM DESCRIPTIONS**
Typically the information on the front of the sheet is enough to convince a prospect to sign up. If not, you can go to more detailed information on the back sheet. When the customer expresses interest in a particular program, pull out the PROGRAM DESCRIPTION and introduce it. You can say something like:
"I think this program could be very valuable to you. Here's more detailed information about it."
When you have completed signing your customer up for the specific program, return to the ONE PAGE CVP PER CHANNEL to look at other programs.
- **Sign them up!**
You need to know the process for enrolling for each program and have any form or information available with you when you meet with your customer. Be prepared to sign them up the moment they are ready!

What are Business Char
A "business channel" is simply a business. In this program, we have

- **Automotive Retailers**—Auto lubricants and supplies.
- **Independent Workshops**—and many other types of vehicle
- **Fast Lubes**—Fast Lubes' prime
- **Fast Fits**—Fast Fit businesses
- **Franchise Workshops**—Franchise servicing.



Sales representative guidance

The literature package included brief but comprehensive guidance on how to approach channel sales and how to use the literature in an effective presentation.

Implementation templates for global distribution

The package also provided production templates for each piece as well as a style manual. This enabled local markets to translate and produce the materials as needed.

Formatting template for translation and adaptation to local market

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