



TRAINING PROGRAM

WELCOME TO OUR COMPANY!

You have joined an organization that takes pride in our employees and recognizes the value you can make to our organization. We are committed to offering you a work environment that is fun and flexible! A great company only exists through the great people that represent it. You were chosen for your position because you have the potential to be the best. Being the best requires a high level of integrity, customer service, hard work, and a commitment to excellence.

Our Company's mission is:

"To provide an excellent work environment and outstanding customer service everyday and on every shift in a way that our customers and team members remain loyal."

Our company's mission exists and is accomplished by employees who believe, commit to, and deliver this process everyday.

This job is physically demanding and very fast paced so you will need to be able to complete multiple tasks. Cheers Customer Service and operating standards are extremely high. Maintaining the stores to Cheers standards means doing repetitive and routine tasks, including some of which you may not like, such as: emptying trash, picking up the lot, mopping floors, cleaning restrooms, sweeping lots, working in walk-in coolers, etc. All employees are required to complete task with-in scheduled hours.

This training program was prepared for you as a guideline during your employment. We strive for excellent Customer Service and the cleanest stores in town. We encourage you to become familiar with the standards in this program and direct any questions you may have to your Store Manager.

HR PROCESSES

The company has an OPEN DOOR policy with Management. If you ever have any questions, problems, suggestions, complaints, etc. you have an open invitation to talk with any member of Management in the Company.

Performance reviews will be completed after 90 days of service. This will be an opportunity for your performance to be evaluated by your Store Manager. A score of "Very Good" earns two 90 day review All Star Cards. A score of "Good" will earn one 90 day review All Star card. All Team members annual reviews will be done in either January or July. If you were hired between January and June then your review will be done in January. If you were hired July through December, then your review will be done in July.

All new employees will receive an Employee Policy Handbook. The handbook was established to create guidelines for you during your employment with the Company. You should become familiar with the Company's guidelines and policies. The Company has attempted to identify as many guidelines as possible in this manual. It is your responsibility to stay up to date on all Company policies and guidelines. If you have any questions, please ask your Manager.

Review Policy Book Now

CUSTOMER SERVICE

Customer satisfaction is the key to our success. If a Customer leaves dissatisfied then we have failed at our attempt to meet our mission.

Remember our mission is:

“To provide an excellent work environment and outstanding customer service everyday and on every shift in a way that our customers and team members remain loyal.”

If a Customer is not completely satisfied with our products or services, we must address and resolve the concern immediately, with an urgency to show that they are top priority.

- Start CD-ROM – NACS “Be Our Guest” Now

HANDLING CUSTOMER COMPLAINTS

If a Customer has a problem or a complaint you should do everything possible to correct the situation. The Company's attitude is, “The Customer is always right”. If your Customer is not satisfied after your efforts to correct the problem, please ask for the Customer's name and phone number. Tell the Customer that you will notify your Manager. The Manager will follow-up and correct the problem.

COMPLETING THE SALE

All sales need to be recorded at the time of purchase.

1. Offer the Customer a polite verbal greeting.
2. Ask the Customer “Did you find everything you needed?”
3. You will ring up all items in the cash register.
4. Subtotal the sale.
5. Verbally confirm the amount of purchase.
6. Obtain the money from the Customer.
7. Provide proper change by counting back to the Customer.
8. Every Customer should be offered a receipt and a friendly parting remark.

9. No refunds should be given for returned merchandise unless the Customer has a valid store receipt showing proof the purchase was made at a Company operated store.

You should always be attentive and prompt while serving your Customers.

ANSWERING THE PHONE

There are times when you will have to communicate to your Customers without seeing them. When answering the phone be sure to talk clearly and professionally.

Use the following:

“Good morning/evening! Cheers Food & Fuel, May I help you?”

USING THE INTERCOM

When communicating with Customers over the intercom, you should talk clearly and professionally.

Use the following:

“Welcome to Cheers Food & Fuel, May I help you?”

Before ending the conversation, be sure to “Thank” your Customer.

QUOTING PRICES TO CUSTOMERS

When you are giving prices to Customers for cigarettes or other items; you should quote the marked price and then say “Plus Tax”. Never give the price with tax included.

MYSTERY SHOPPERS

The Company has a secret Mystery Shop program. The program is in place to keep the Store and its Employees operating at the highest standards. Some examples of what the mystery shopper looks for:

1. Outside of the store-Parking lot free of trash, gas pumps clean, trash cans not full and overflowing.
2. Inside the store-Store being clean and orderly. Restrooms being SPOTLESS. Coffee is available and fresh.
3. Customer Service Representatives-Ensuring the CSR is adhering to all polices and procedures and practicing EXCELLENT Customer Service.

Mystery Shop Bonus Payments (Revised 04/1/2009)

Monthly bonuses:

- The score must be 95.0% or higher to qualify for a bonus.
- The team member that has the final direct contact with the customer receives \$50.
- All other team members that are in the facility at the time of the shop receive \$25.
- The bonus is paid at the end of each month once all scores are received and team member attendance is verified.

Quarterly bonuses:

- All scores for the prior 3 must average 95.0% or higher to qualify for a bonus.
 - \$50 is paid to all store team members that have been employed for the entire 3 months.
Bonuses are prorated for TM's with less tenure; \$16.67 for 1 month, \$33.34 for 2 months.
 - The bonus is paid at the end of each quarter once all scores are received and team member attendance is verified.
- All team members should review the results from each mystery shop report. This should be a topic of each team meeting.
All bonus programs are subject to change or be eliminated at the sole discretion of company officials.

PRODUCT AWARENESS

There are several similar products that could have different prices. Here are a few examples:

COKE-Coke, Diet Coke, Sprite, Mello Yello, Mr. Pibb, Nestea, Barq's, Minute Maid.

PEPSI-Pepsi, Diet Pepsi, 7-up, Dr Pepper, Lipton, Mug, Hawaiian Punch.

RC-RC, Diet RC, Diet Rite, Sun Drop, A&W, Sunkist, Big Red.

Please become familiar with the different brands of soft drinks. If you become confused, look at the bottle cap. The cap will show which bottling company each drink is affiliated with.

SMOKELESS TOBACCO-Copenhagen, Skoal, Timeberwolf, Cougar, Rooster are some of the types of smokeless tobacco that have different prices. Ensure the prices are correctly labeled on each can. To verify the correct price, ask the Manager.

USING PLU'S

PLU's are code numbers used on specific products. The products are typically items that have a retail price change frequently. This will allow you to correctly charge the correct price for products that could be on promotion. When entering a PLU number into the Ruby, the product description, price, and the department will be automatically rang into the register.

Example:

PLU 701

Marlboro Pack

\$4.74

Cigarette Department

PLU's are also used for tracking purposes. There are certain items that require adjustments to be made by the Manager. By correctly using the PLU's, the manager knows what items were sold and can make the correct adjustments to the inventory.

CIGARETTES SHOULD ALWAYS BE RANG UP USING A PLU #. NO EXCEPTIONS!

Each Ruby should have an updated Register Guide. The Register Guide will have all of the cigarettes listed in alphabetical order and the correct PLU # to enter into the Ruby. If you get to your store and cannot find one, ask your Manager.

All cigarette cartons should have the PLU labeled on the end of every carton. All cigarette packs should be labeled with the correct PLU.

Not correctly using the PLU's can cause Audit shortages to the Store's inventory.

Store Managers. Verify values are correct, program registers, and print one copy for each register

Store 136

PLU	Description	PLU Price
816	2pk Camel	9.08
820	2pk Doral	7.98
818	2pk Kool	8.68
814	2pk Marlboro	9.28
821	2pk Misty	8.28
819	2pk Pall Mall	6.43
817	2pk Salem	9.48
815	2pk Winston	8.58
703	Basic Pk	5.19
704	Basic Ctn	45.99
911	Benson & Hedges Pk	6.69
912	Benson & Hedges Ctn	60.99
740	Camel \$0.75 off Pk	4.04
745	Camel \$7.50 off Ctn	35.69
738	Camel \$1.00 off Pk	3.79
919	Camel Non Filter Pk	6.69
920	Camel Non Filter Ctn	60.99
721	Camel Pk	4.79
722	Camel Ctn	43.19
923	Capri Pk	6.69
924	Capri Ctn	60.99
921	Carlton Pk	6.69
922	Carlton Ctn	60.99
801	Doral Pk	4.24
802	Doral Ctn	38.29
725	GPC Pk	4.69
726	GPC Ctn	42.49
707	Kool Pk	4.59
708	Kool Ctn	41.19
736	L&M Pk	4.04
737	L&M Ctn	34.99
915	Lucky Strike Pk	6.69
916	Lucky Strike Ctn	60.99
739	Marlboro \$1.00 off Pk	4.25
9	Marlboro \$2.00 off 2 Pks	8.50
701	Marlboro Pk	4.89
702	Marlboro Ctn	43.99
717	Marlboro 72 Pk	3.89
718	Marlboro 72 Ctn	33.99
741	Marlboro Blend 54 Pk	4.89
742	Marlboro Blend 54 Ctn	43.99
2	Marlboro Medium Pk	4.89
72	Marlboro Medium Ctn	43.99
743	Marlboro Special Blend Pk	3.89
744	Marlboro Special Blend Ctn	33.99
913	Merit Pk	6.69
914	Merit Ctn	60.99
730	Misty Pk	4.39
731	Misty Ctn	39.49
933	Newport Pk	6.69
934	Newport Ctn	60.99
715	Pall Mall Filter Pk	3.39
716	Pall Mall Filter Ctn	30.79
917	Pall Mall Non Filter Pk	6.69
918	Pall Mall Non Filter Ctn	60.99
719	Parliament Pk	5.69
720	Parliament Ctn	49.99
711	Salem Pk	4.99
712	Salem Ctn	45.19
727	Sonoma Pk	3.69
728	Sonoma Ctn	35.49
925	Tareyton Pk	6.69
926	Tareyton Ctn	60.99
4	USA Pk	4.29
74	USA Ctn	37.49
709	Virginia Slim Pk	5.69
710	Virginia Slim Ctn	49.99
705	Winston Pk	4.54
706	Winston Ctn	40.69

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GENERAL JOB TASK

Waiting on Customers and running the register is only a part of the duties you are responsible for while on duty. It is your responsibility to keep the store In-Stock, Clean, and Customer Ready. To stay focused on these items, a Task List has been provided for you. It is your job to complete the items on the Task List when not waiting on Customers.

If a Customer comes into a store that is dirty, has empty shelves, and coffee that isn't fresh, they are not going have the "Best Convenience Store Experience Possible".

While we strive for all aspects of our store to be Clean and Customer Ready, our highest priority is the Restroom. Our Restrooms are to be checked and cleaned a minimum of every hour. Customers will remember Stores with clean restrooms and stop again and again.

It is everyone's responsibility to keep the store clean. If every shift stays busy and completes the Task list, it will make it easier for everyone at the store.

ROBBERY DETERRENCE & PERSONAL SAFETY

The company's goal is to provide a work environment that is safe to work in. We expect you to make your highest priority focused on safety at the store. The creation and maintenance of the safe work environment requires the interest, cooperation, and dedication of every employee in the company.

Any employee observed or found negligently committing an unsafe act that could or does result in injuries to persons or property will be subject to disciplinary action and or possible termination.

Start CD-ROM – NACS "Robbery Deterrence" Now

What can you do to reduce your chance of Drive-Offs?

Heightened Awareness- Pay closer attention to what your customers are doing at the pumps.

Be Aware of Patterns- If drive-offs are occurring at the same time of day, make sure you are especially alert during that time.

Open Visibility of Pumps- Make sure there are not any signs, merchandise, or clutter to obstruct your view of the pumps.

Employees not paying attention- Be alert at all times.

Customer forgets to pay or thought they paid at the pump- Monitor activity at pump and use intercom system.

Ask every Customer- "Did you have fuel today"?

CSR's with excessive drive-offs- Manager will investigate and follow-up with employees with excessive drive-offs. Drive-offs will be treated like cash shortages and employees will be held accountable. CSR's with excessive drive-offs will result in disciplinary action up to dismissal.

Customer lays nozzle on ground- Watch the fuel islands when gas is being pumped. Know the average time it takes to fill up.

What to do if Suspicious of a customer- Make a mental picture of customer and their car. Match the person with the pump where they were standing. Get a license number if you think the person is a potential drive-off.

AVOIDING SLIPS, TRIPS, & FALLS

In the case of accidents that result in injury, regardless of how insignificant the injury may appear, Employees should immediately notify their Manager. If the Manger is not available, call the General Manager or President of the Company.

It is necessary to accurately complete an Incident Report. Such reports are necessary to comply with laws and initiate insurance and workers' compensation benefits procedures.

Start CD-ROM – NACS "Move it, Fix it, Prevent it" Now

What to do after a...

Customer Accident

Provide help for the Customer

Call for ambulance if needed

Obtain Customer information (name, address, phone number, etc.)

*Complete an Incident Report and contact the Store Manager

Employee Injury

Provide help to the employee

Call for ambulance if needed

Provide all necessary information to Store Manager immediately

*Complete an Incident Report and contact the Store Manager

Store Robbery or Assault

Call the Police Emergency Phone- #911

Close the store

Call the Store Manager

Re-open store when police give the "OK"

*Complete an Incident Report

Fire

Call the Fire Department – #911

Call the Store Manager

*Complete an Incident Report

Vehicle and/or Property Damage

Give assistance to any injured persons and call ambulance if needed

Call the Police - #911

Call the Store Manager

Obtain Driver's Name, address, and phone number

Obtain insurance information, i.e., name of insurance company, policy number, and type of auto

*Complete an Incident Report

Power Outage

Close the store

Keep all cooler and Freezer doors closed

Call Power Company

Call the Store Manager

Excessive Fuel Spill

Hit the Emergency Shut off button

Call the Fire Department - #911

Secure the area and clean with absorbent

Call the Store Manager
*Complete an Incident Report

RESTRICTED SALES PROCEDURES

Alcoholic Beverages, Lottery Tickets, Tobacco Products

No one under 18 years of age can purchase Lottery Tickets or Tobacco Products.

Employees may not purchase Lottery Tickets while on duty. Purchasing or scratching Lottery Tickets while on duty is grounds for immediate termination.

Start CD-ROM – NACS “We Card – The Workshop” Now

If you work in a store that sells alcohol:
Start CD-ROM – NACS “Techniques of Alcohol Management”
Now

You have completed your Orientation Training. You will now spend the next 5 days with your Store Trainer, who will work side-by-side with you on the shift you will be working after training. Cheers will provide the training and the opportunity for each team member to reach their full potential.

Cheers is a place where Store Team Members work hard to make each store the very best they can. It is not an easy job, but it is one where Team Members who make the commitment have great opportunities to grow and succeed.

Completion Verification

Your signature below indicates that you have reviewed the entire Training Orientation and have watched all of the CD-ROMS or videos.

- Reviewed and Received Copy of Handbook _____
- Completed "Be Our Guest" CD-ROM _____
Score _____
- Completed "Robbery Deterrence" CD-ROM _____
Score _____
- Completed "Move it, Fix it, Prevent it" CD-ROM _____
Score _____
- Completed "We Card" CD-ROM _____
Score _____
- Completed "Techniques of Alcohol Management" _____
Score _____
- Completed "New Hire Training Checklist" and worked with store trainer for 5 days.

Print Team Member's

Name _____

Team Member's

Signature _____

Date ____/____/____

Store Manager's

Name _____

Signature _____

Date ____/____/____

Manager – Fax this signed copy to your Supervisor so it can be placed in employee's file at office.