

# TRAILBLAZING



INTRODUCTION

**Sean Momin**

Pats Travel Center

VP Operation

**QUOTE**

**“There is NO COURAGE without vulnerability”**

**— BRENE BROWN, Dare to Lead**

## Agenda

# THINGS WE ARE DOING

Merchandising

Speed of Service

Customer Service

# MERCHANDISING

**Simple, inexpensive ways to increase sales and margins**

# BEER PRICING

16oz to 24oz Cans

**1**

Increased  
revenue and  
margins

**2**

Reduced the  
number of UPCs

**3**

Increased  
transaction speed

**COST TO IMPLEMENT?**

**\$0**

## **SPEED OF SERVICE**

**Simple, inexpensive ways to increase  
speed of service**

# FUELING LANE

Receipts at all Pumps

**1**

Reduces wait time in the fuel lanes and inside the store

**2**

Decreases the number of upset guests which also increases team morale

**3**

Increases inside sales

**4**

Frees up our team members to maintain the site and provide exceptional guest service

**COST TO IMPLEMENT?**

**\$0**



**CUSTOMER SERVICE**

**FOCUS ON THE BASICS**

# CUSTOMER SERVICE

Interact with Guests

**1**

Above and beyond guest experience

**2**

Assist with any questions or concerns they may have

**3**

Allows us to get to know our guests

**COST TO IMPLEMENT?**

**\$0**

**RECAP**

**Merchandising**

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# **THINGS WE ARE DOING**

**Speed of Service**

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**Customer Service**

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# THANK YOU!

