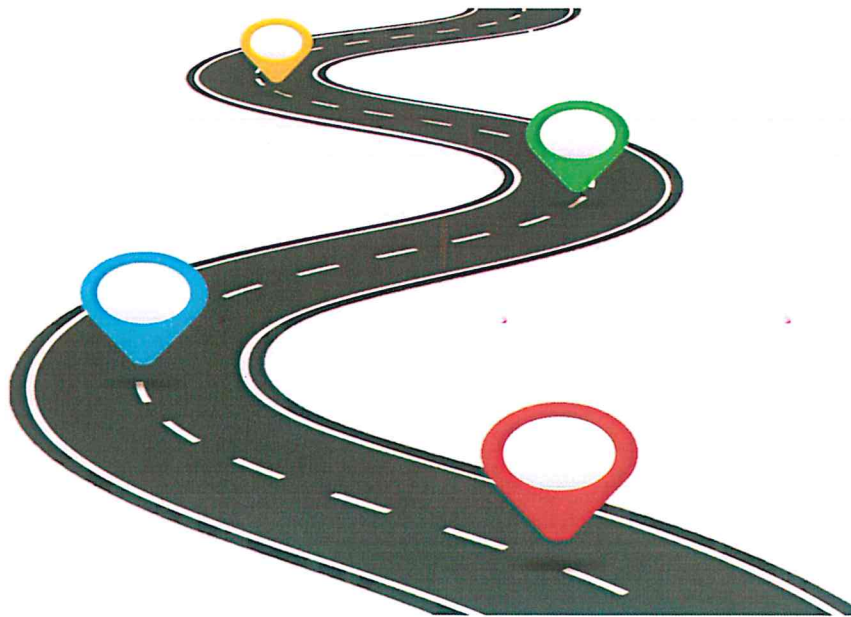




# Roadmap to YOUR Success!



**This Dealer Packet Contains Pertinent Information to Aid in Your Success**



## Welcome to the Valor Family!

Valor Oil, founded in 1966, is a family owned and operated company that values our business partners as family members.

We operate by four core values that drive our company forward and distinguish us in the marketplace. Family, Integrity, Profitability and Safety are not just goals but are the very foundation for how we approach everything we do.

Now that you are a valued business partner and family member, we look forward to assisting you in growing your business to support your loved ones.

Our goal is to empower you to operate your business and help you succeed. This binder is a Roadmap to Your Success. Enclosed you will find a wealth of information that will assist you in these efforts.

We hope you will utilize these tools to elevate you and your business to a level that will surpass your expectations.

Your experience with Valor Oil and our family is our number one priority. Please let us know how we can help.

Thank you again for choosing Valor Oil to be your partner and we look forward to serving you.

Sincerely,

Your Valor Family



## Index

Tab 1	Marathon Support Contacts
Tab 2	Vendor Contact Info
Tab 3	Valor Contact Info
Tab 4	Marathon Brand Standards & Valor Mystery Shop
Tab 5	Make it Count Program
Tab 6	EBT Program
Tab 7	Credit Card Fee's & Processing

# Contact Information

## Services and Programs

### Dealer Services

Phone: 1-800-352-2422, ext. 1

Email: [DealerServices@MarathonPetroleum.com](mailto:DealerServices@MarathonPetroleum.com)

Fax: 1-419-421-4615

Retrieval Request: 1-419-421-3816

Monday - Friday, 7:00 a.m. – 4:30 p.m. EST – excluding holidays

### Dealer Supply

Phone: 1-800-662-2534, ext. 2

Email: [DealerSupply@MarathonPetroleum.com](mailto:DealerSupply@MarathonPetroleum.com)

Monday - Friday, 7:00 a.m. – 4:30 p.m. EST – excluding holidays

### Customer Relations

Phone: 1-866-462-7284

[CustomerRelations@MarathonPetroleum.com](mailto:CustomerRelations@MarathonPetroleum.com)

### Fleet Card Services

**Marathon Fleet Card and Marathon Universal Card**

Fleet Card Sales Associate: 1-866-562-1045 (Option 3)

Customer Service (Authorization & Support): 1-866-544-0699

24 Hours – 7 Days



### MakelCount® Help Desk

**Dealer Support:**

1-888-654-6559, option 2 or [www.makeitcount-resources.com](http://www.makeitcount-resources.com)

Monday - Friday 8:00 a.m. – 6:00 p.m. EST – excluding holidays

Email: [Support@makeitcount.com](mailto:Support@makeitcount.com)

**Consumer Support:**

Phone: 1-888-654-6559 or [www.makeitcount.com](http://www.makeitcount.com)

Monday - Friday 8:00 a.m. – 6:00 p.m. EST – excluding holidays

Saturday 10:00 a.m. – 6:00 p.m. EST – excluding holidays

Email: [Support@makeitcount.com](mailto:Support@makeitcount.com)

## Network, MNSP and Point-of-Sale

### Heartland

#### Heartland Network Help Desk

**Heartland Payment Systems**

Phone: 1-800-378-1204

24 Hours – 7 Days

### Verifone®

#### Verifone Help Desk

Phone: 1-888-428-8384

Online & Chat Support: [support.verifone.com](http://support.verifone.com)

Email: [i.PremierSupport@verifone.com](mailto:i.PremierSupport@verifone.com)

myVerifone Mobile App available on Apple & Google Devices



#### Vx520/Vx680 Help Desk

Phone: 1-800-378-1204



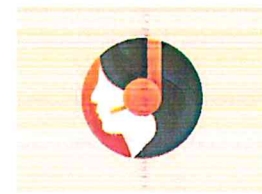
#### Gilbarco Help Desk

Phone: 1-800-800-7498

### Cybera

#### Cybera MNSP Help Desk

Phone: 1-833-783-9317



## Vendor Contact Phone Numbers

Gilbarco:	1-800-800-7498
Wayne:	1-888-929-6327
Verifone:	1-800-318-5373
Techquidation Scanners:	1-770-843-4305
Hinderliter (Evansville) :	1-812-470-0716
Petro Towery (Louisville):	859-623-8520
Specko (Bowling Green):	615-210-7394
Budke (Cincinnati):	513-923-3330
C & B Signs (Cincinnati):	513-615-6511
Custom Signs (Evansville):	1-866-313-7446
Southern Environmental:	270-783-8151
UST Installation & Construction:	270-779-9129
C Store Values – Site Surveys:	513-986-3312
Neumayer Construction:	800-843-4563
Text Line:	314-772-4062



## Numbers You Need to Know

### Janet Latham

Dispatcher  
Phone: 270-418-3281  
Mobile: 270-231-1296

Dispatch Only

### Brandi Ramirez

Dispatcher  
Phone: 270-713-2018  
Mobile: 270-925-1028

Dispatch Only

### Gina Raley

Fuel Management Specialist  
Phone: 270-663-3207  
Mobile: 270-313-6863

Pricing Only

### Jack Mitchell

Credit Manager  
Phone: 270-594-4102  
Mobile: 812-499-3674

Credit Cards Only

### David Duncan

Maintenance Manager  
Phone: 270-467-4242  
Mobile: 270-991-7932

Maintenance Only

### Kevin Beach

Dealer Sales Manager  
Phone: 270-467-4214  
Mobile: 270-991-7938

### Damon Bail

VP of Retail Operations and Marketing  
Phone: 270-663-3209  
Mobile: 470-808-1540



## Brand Standards

Maintaining brand standards is part of our contractual agreement and partnership.

It is vitally important to keep your store compliant. Once per quarter we will complete a Valor Shop to assist you in making this happen.

Included in this section is a Valor Shop for your review. Please become familiar with the document so you have a thorough understanding of the standards.

If a product is legal to sell in the state of Kentucky then you may sell it in your store, but this does not include pornographic or drug paraphernalia including but not limited to bongs, pipes, grinders, etc.





# MARATHON MYSTERY SHOP

Marathon's Mystery Shop ensures all retail outlets maintain a consistent brand image. The program is focused on brand compliance, exterior image, interior cleanliness, and customer service.





## Exterior

POSSIBLE PTS.

**1. Are the Main ID/price sign and pole(s) (Including hi-rise price sign and pole visible from the location) well-maintained?** **8 pts.**

1 checkbox = 4 pts. earned; 2 checkboxes = 0 pts. earned

Yes; all brand standards are met

- Sign is damaged, dirty, fading, missing product panels, or pricing panels
- Unauthorized signage displayed on the price sign
- Marathon logo not present on main ID sign
- Poles are dirty or rust is present or white paint is in poor condition (cracking, peeling, fading, dirty, etc.)
- Hi-rise price sign and pole (if visible from lot) is damaged, dirty, paint is cracking, peeling or fading

**2. Are Main ID/price sign prices visible, in good condition and match prices posted at dispenser?** **6 pts.**

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Price panel LEDs did not meet image standard (regular: red, diesel: green)
- Pricing not visible or placard numbers missing from the price sign
- Pricing not visible or placard numbers missing from the hi-rise sign
- Main ID/price sign pricing does not match dispenser pricing
- If present, reader board is dirty, missing letters, includes political or offensive messages, or is not in use

**3. Are the channel letters and canopy fascia well-maintained?** **8 pts.**

1 checkbox = 4 pts. earned; 2 or more checkboxes = 0 pts. earned

Yes; all brand standards are met

- Does not meet Marathon standards. Canopy image must have blue and red striping and Marathon channel letters or decal
- Channel letter lights were out or damaged
- Canopy fascia graphics cracking, peeling, dirty, fading or damaged
- Unauthorized signage displayed on the canopy

**+ 4. Are canopy columns, decking and lighting well-maintained?** **8 pts.**

1 checkbox = 4 pts. earned; 2 or more checkboxes = 0 pts. earned

Yes; all brand standards are met

- Canopy decking is cracking, peeling, fading, dirty, rust present or damaged
- Canopy column(s) meet specifications (cladding, white poles or painted to cladding specification)
- Canopy column(s) is dirty, fading, rust present, or damaged
- Two or more canopy lights were out/not operational (Only reviewed after sundown, N/A during daylight hours)
- Two or more canopy lights were dirty or damaged (still operational)
- If no canopy present, island light poles were damaged or white or black paint is cracking, peeling, fading, dirty or rust present
- Unauthorized signage present on canopy columns or island light poles

## Exterior cont.

POSSIBLE PTS.

**+ 5. Are dispensers clean and well-maintained?** **8 pts.**

1 checkbox = 4 pts. earned; 2 or more checkboxes = 0 pts. earned

Yes; all brand standards are met

- Lower door panel does not meet brand standards. Lower dispenser door, on each dispenser, must have a Marathon logo
- Lower door panel, dispenser cladding or side panel is damaged
- Pump decals, product label decals, and pump skirt decals show excessive peeling or fading
- Unauthorized decals or handwritten signs
- Prices are not readable on display screens
- Dispenser is dirty, has rust, graffiti, and/or scratches present
- Dispenser surfaces above the lower door not all black (diesel must be green or yellow)
- Hoses, handles, and nozzles are not clean
- Dispenser nozzle covers are not in good condition with visible tears or missing pieces

**+ 6. Are all valances clean and in good condition?** **4 pts.**

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Valance is damaged, dirty or missing decals/letters
- Valance is not present
- Valance branding is incorrect. Valance should be white with blue Marathon letters and red stripe

**7. Are all dispensers in working order?** **6 pts.**

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- 2 or more dispensers out of order and bagged with Out of Service bag or cover

**+ 8. Are all required Point of Purchase (POP) elements present, placed according to brand standards, and in good condition?** **6 pts.**

1 checkbox = 3 pts. earned; 2 checkboxes = 0 pts. earned

Yes; all brand standards are met

- Pump topper POP is outdated or missing
- If digital pump toppers are present on dispenser, they must be displaying current POP graphics statically
- Pump topper frame is noticeably dirty or damaged
- No POP frame present

**9. Are trash receptacles well-maintained? Trash receptacle must be blue, black or brick/stone and have a lid.** **3 pts.**

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Trash receptacles overflowing (trash heaping above lid)
- Trash receptacles damaged, dirty or graffiti is present
- Trash receptacle not present on same island lane
- Trash receptacles do not meet brand standards
- Trash receptacle does not have lid

### Exterior

POSSIBLE PTS.

**10. Are customer supplies stocked at the fueling island? Professional signage offering these items inside the c-store is acceptable. Shopper must verify.**

3 pts.

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Clean water/washer fluid, squeegees, or paper towels not available on same island lane



**11. Are dispenser island curbs and bollards well-maintained?**

6 pts.

1 checkbox = 3 pts. earned; 2 or more checkboxes = 0 pts. earned

Yes; all brand standards are met

- Island curbs damaged (bent, chipping or rust present)
- Island bollards damaged (bent, chipping or rust present)
- Island bollard paint not compliant (white, yellow, black, or stainless steel)
- Island bollard paint in poor condition (cracking, peeling, fading or dirty)
- Island curb paint not brand compliant (must be concrete, black or stainless steel)
- Island curb paint in poor condition (cracking, peeling, fading or dirty)
- Top of island paint not compliant (if present, is black)
- Top of island paint in poor condition (cracking, peeling, fading or dirty)



**12. Are building curb(s) and perimeter curb(s) well-maintained?**

3 pts.

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Perimeter curbs damaged (concrete chipping or cracking)
- Building curbs damaged (concrete chipping or cracking)
- Building curb paint (if present) in poor condition (cracking, peeling, fading or dirty)
- Perimeter curb paint (if present) in poor condition (cracking, peeling, fading or dirty)

**13. Are landscaped areas and parking lot clean and well-maintained?**

3 pts.

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Landscaping (lawn, shrubs, planters) poorly maintained
- Large area of damaged pavement and/or pot holes present in pavement (12"L x 12"W x 2"D)
- Significant weed growth in driveway or through cracks in pavement
- Trash present on lot, island or in landscaping (6+ pieces in a visible area on property)

### Exterior cont.

POSSIBLE PTS.

**14. Is the building exterior, including the windows, well-maintained and window signs organized and not cluttered? This includes building reader boards.**

4 pts.

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Building exhibits poor maintenance. Signs in window faded, damaged or falling down. Damaged building materials.
- Windows, doors not operable or damaged
- Building and area perimeter light fixtures damaged, not operable (N/A during daylight hours)
- Perimeter poles are not painted black or white
- Promotional signs on building ripped, faded, handwritten or falling down
- Door glass does not appear to be cleaned on a regular basis (consider weather conditions)
- If present, trash can/ashtray containers at facility entrance are in poor condition and/or overflowing

### Interior

**15. Is the store clean, well-maintained with cooler and merchandise shelves adequately stocked?**

3 pts.

1 checkbox = 0 pts. earned

Yes; all brand standards are met

- Dirt or debris present on floors, mats, walls or ceiling (consider weather conditions)
- Lighting outages inside store
- Product outages present within coolers and/or shelves where product prices are displayed (\*Must be 5 or more outages in one unit - one shelf/cooler)

**16. Is the restroom available for customer use, clean and well-stocked? Portable toilets are marked as N/A.**

12 pts.

1 checkbox = 8 pts. earned; 2 checkboxes = 4 pts. earned; 3 or more checkboxes = 0 pts. earned

Yes; all brand standards are met

- Out of Order (No visible work being done and no other restroom option for customers) (Miss all 12 points)
- Trash on floor of restroom, appearing to be from more than one customer use (indicating restroom has not been attended to recently)
- Floor and/or wall does not appear to have been cleaned on a regular basis (consider weather conditions)
- Fixtures do not appear to be cleaned on a regular basis
- Graffiti present in restroom
- Restroom supplies (toilet paper, soap, hand dryer/or paper towels) not available. Seat covers unavailable if dispenser is present
- Toilet, urinal, sink or lighting not operational
- Baby changing station not operable (if present)
- Merchandise or equipment is stored in restroom
- Restroom door does not have a functioning lock

### Customer Service

POSSIBLE PTS.

17. Did the CSR offer you a polite greeting when it was your turn to be served? 'No' = 0 pts. earned **3 pts.**  
 Yes  No
- 18a. Are all employees wearing a clean uniform with a visible company logo? Vest, shirt, sweatshirt, etc. with a Marathon or Customer logo is acceptable. **3 pts.**  
 Yes  No
- 18b. Are all employees wearing a visible name tag/badge? **3 pts.**  
 Yes  No
- \*Both questions 18a and 18b must be a "no" in order to lose points. Either name tag or logoed clothing is acceptable.
19. Were employees attentive to you or other customers during your visit, or were they distracted by a phone call, eating, smoking, etc.? 'Not Attentive' = 0 pts. earned **3 pts.**  
 Attentive  Not Attentive

**Total Potential Score 100 pts.**

### Automatic Deductions

20. Are drugs or drug paraphernalia being merchandised at the branded outlet? 'Yes' = 5 pt. deduction **-5 pts.**  
\*Please select what was observed: Pipes, Bowls, Bong, Roach clips, Grinders, Scales, Glass tubes, Synthetic Drugs, Synthetic Urine  
 Yes  No  
 Other, explain:

## Scoring Guidelines

A minimum score of 80% is passing. All scores below 80% will be charged per the fee schedule below.



### Fee Schedule:

First Failure	\$150
Second Consecutive Failure	\$500
Third or More Consecutive Failures	\$1,000

## What Customers Want to See

- A safe and clean experience when they shop
- Employees who are friendly, knowledgeable and offer assistance when needed
- A well-maintained store with clean restrooms and fully stocked shelves





## Mystery Shop Questions

### Brand Compliance, Exterior and Lot Conditions:

1. Is the Primary Oil Company ID brand compliant and is the price sign and poles clean, free of vendor signs cable-tied to the poles and is everything clean and well maintained? Look for rust, missing panels, numbers faded or damaged and any lights out.
2. Is the forecourt area including canopy fascia, poles, dispensers, curbs bollards, forecourt pad, canopy lights, trash cans, brand compliant and clean and well maintained? Look for rust, dirt, excessive stains.
3. Are Dispensers, crind area, and nozzles clean and well maintained and is the current POP on the pump topper correctly displayed at this location?
4. Are all dispensers operational and did the dispenser you used print a receipt?
5. Were squeegees, paper towels, and fresh cleaning fluid available at each island?
6. Was the grass, curbside, landscaping and planter boxes, parking lot, and dumpster area well maintained and free of liter/debris?
7. Is the store front appealing to the customer without excessive window signage and other non-appealing cosmetic deterrents and is paint in good condition?
8. Do you feel safe and secure at the location?
9. Are all fill cap lids on the tank pad area properly painted with no cracks in the lids or any other visible damage and are all fill caps properly placed on the drop tubes?
10. Are vehicle parking striping area clearly marked including ADA required designated handicapped spaces?

### Interior

11. Is the interior of the store clean and well maintained? Look for missing/dirty ceiling tiles, lights out, food service area unclean?
12. Is the store well stocked? Look for credit card brochures, outages on shelves or in coolers, customer deli supplies available?
13. Are the restrooms clean and well maintained? Look for missing supplies, dirty, graffiti, odors, lighting trash and mirror issues.
14. Is the counter/cashier area clean and free of clutter?

### Customer Service:

15. Was the cashier wearing a uniform or nametag?
- 16. Marathon: Nametag or Marathon shirt or shirt with location name
  - 17. Valero: Not required
  - 18. Shell: Shell approved collared shirt or Shell apron
  - 19. Sunoco: Nametag or Sunoco hat or shirt with location name
20. Did the cashier greet the customer in a friendly fashion at the beginning of the transaction?
21. Did the cashier thank the customer for their purchase and handle the transaction efficiently?

**Differentiators:**

22. Were drugs, drug magazines, drug paraphernalia, or pornographic materials being merchandised at this location? If Marathon location look for Kratom. Other examples are pipes, bong, one hitters, scales, UPass, etc...

**Bonus Questions:**

23. Marathon only: Is Make it Count working at the location and information displayed?
24. Shell only: Is Fuel Rewards working at the location and information displayed?
25. Sunoco only: Is Sunoco Go Rewards working at location and information displayed?

# Retail Outlet POS Programs



## MakeltCount® Rewards Program

MakeltCount® Rewards is Marathon's Rewards Program. The Marathon brand is proud to partner with some of the nation's top rewards programs to drive fuel and non-fuels sales to Marathon branded retail outlets.

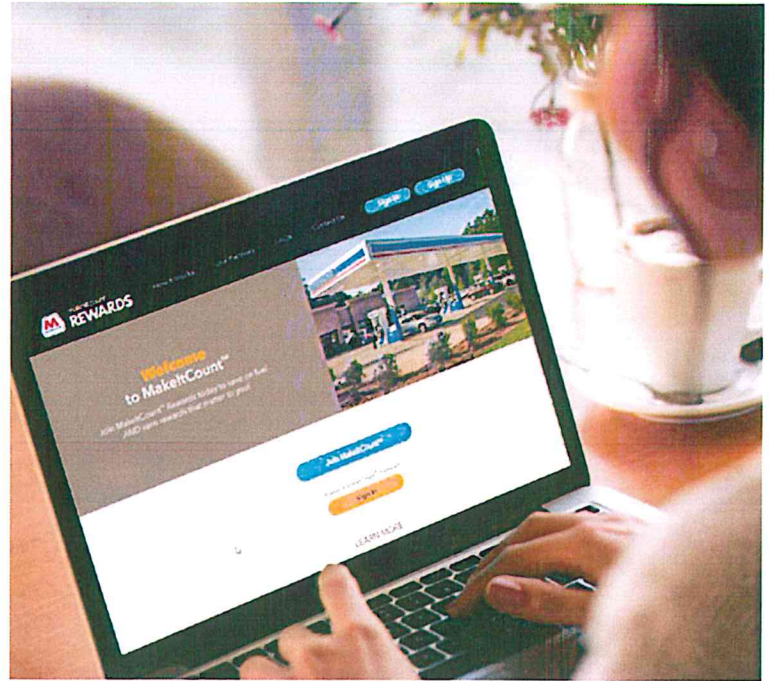
For your benefit and the benefit of the Marathon brand network, it is strongly encouraged that your retail outlet participates in the MakeltCount® Rewards program. As a participating MakeltCount® retail outlet, you must have in place the required technology to provide earning and redemption opportunities for loyalty transactions. This includes participating in the consumer-packaged goods (CPG) offerings, which requires the proper set up of UPCs/SKUs in your POS price book along with the use of inside 2D scanning capabilities. Visit [www.makeitcount-resources.com](http://www.makeitcount-resources.com) to learn how to participate.

### BENEFITS FOR YOUR SITE

In addition to partnering with premier partners, MakeltCount® Rewards has included specific CPGs as part of the program. This drives consumers inside the store to earn points on select items. This is a critical component and a major differentiator from other fuel rewards programs. More information on the program can be found at [www.makeitcount-resources.com](http://www.makeitcount-resources.com).

### SITE PREPARATION

Please contact MakeltCount® Technical Support at 888-654-6559, opt 2, for easy installation information. Be sure to visit [www.makeitcount-resources.com](http://www.makeitcount-resources.com) for all your program training needs including site configuration, training videos, store offers, marketing materials and more.



### CONSUMER USE

There are three ways for a MakeltCount® Rewards member to use the program:

1. Enter 11+Member ID (phone number) at the dispenser or PIN-pad inside
2. Swipe their linked MakeltCount® Rewards card
3. Scan their My ID Barcode from the MakeltCount® App

To learn more about MakeltCount® Rewards, download the Program Overview Brochure from [www.makeitcount-resources.com](http://www.makeitcount-resources.com) and visit the consumer website at [www.makeitcount.com](http://www.makeitcount.com).

# Electronic Benefits Transfer (EBT)



Electronic Benefits Transfer (EBT) is an electronic system that allows a recipient to authorize transfer of their government benefits from a federal account to a retailer account to pay for products received.

**IMPORTANT:** Participation in the EBT program is voluntary, and, if accepted at a Retail Outlet, must be in compliance with both Federal and State law. Marathon does not advise Retailers as to eligible products or any other aspect of the underlying law/regulations.

## Criteria

1. State EBT/Supplemental Nutrition Assistance Program (SNAP) registered merchant name on the merchant receipt must be similar to the DBA name on the Marathon network.
2. Download EBT Request Form below or from the myMPC Community website. Once filled out, please return the completed EBT Activation Form along with a copy of your SNAP certificate to your Jobber, who will forward it to the Marathon Territory Manager.
3. Contact Marathon Dealer Services at [DealerServices@MarathonPetroleum.com](mailto:DealerServices@MarathonPetroleum.com) or call 1-800-352-2422, ext. 1 with questions.

For additional information, please visit the following website:

**USDA's Supplemental Nutrition Assistance Program (SNAP)**

<https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap>


➡ Click Here to Download the **EBT Request Form**



# Monthly Processing & Program Fees

## Payment Processing Fees

Effective January 1, 2021

TRANSACTION TYPE	%	CPT <sup>1</sup>	
Visa	1.66%	12c	
Mastercard	1.73%	12c	
American Express	2.55%	12c	
Discover	1.99%	15c	
PIN Debit	1.08%	13c	
WEX	2.75%	20c	
Voyager	2.75%	20c	
Marathon Universal Fleet	2.75%	20c	
Marathon Fleet	0.00%	0c	
Marathon Gift Card	0.00%	0c	
MakeltCount <sup>®</sup> Rewards Program	0.00%	2.5 CPG <sup>2</sup>	
Fuelman <sup>3</sup>	0.00%	3c	
EBT <sup>4</sup>	0.00%	5c	

<sup>1</sup> CPT - Cents Per Transaction

<sup>2</sup> CPG – Cents Per Gallon

<sup>3</sup> Fuelman acceptance is optional with the Marathon brand and is not settled through the Marathon Network.

<sup>4</sup> Participation in the EBT program is voluntary.

Mastercard Fleet and Visa Fleet cards are the same rate as Mastercard and Visa cards, respectively.