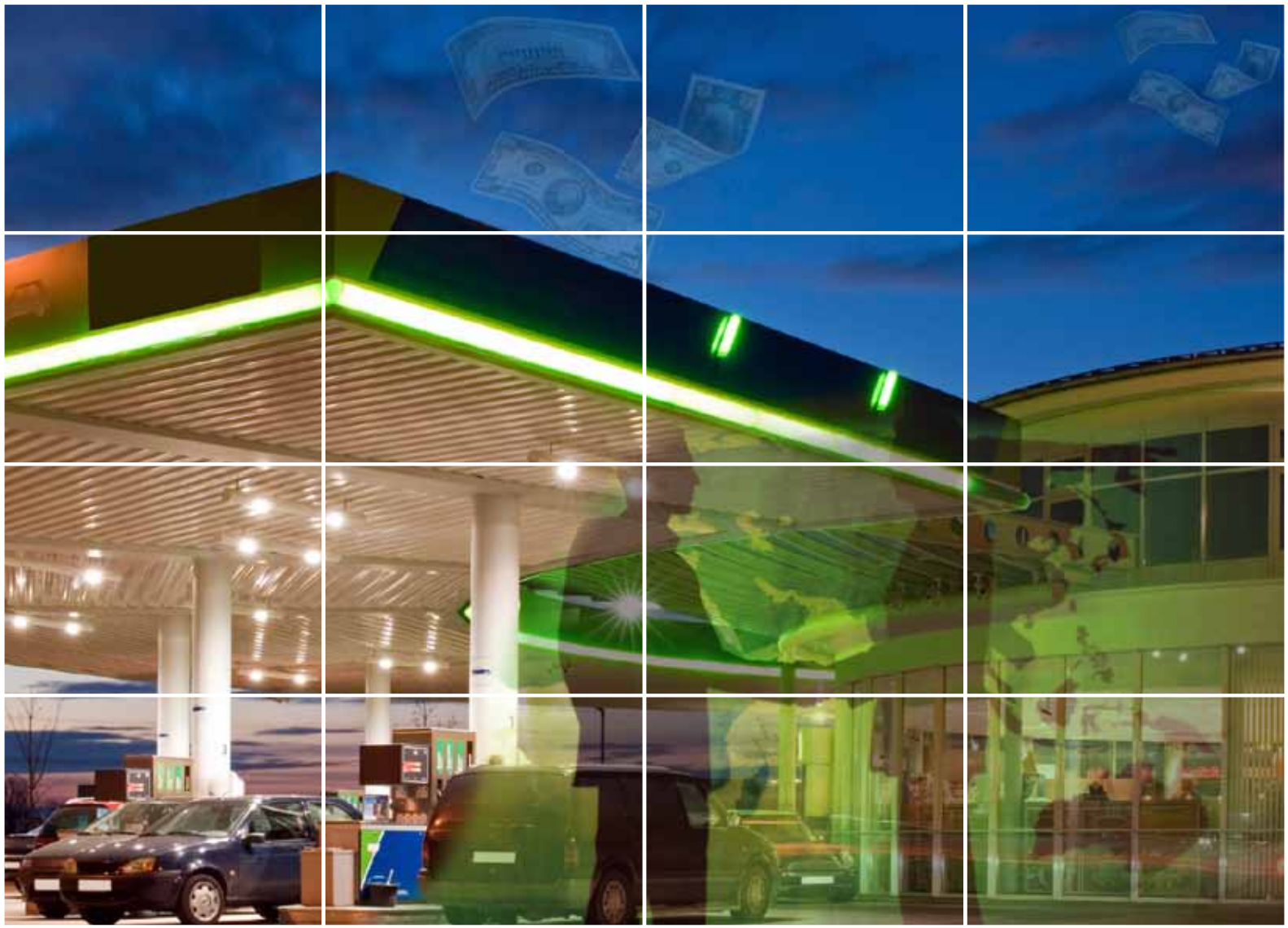




GROW YOUR BUSINESS
HELP DEALERS BECOME MORE PROFITABLE
MAKE MORE MONEY



WHOLESALER / JOBBER PROGRAM



about
RBG Select

“ Provides a branded-program and Convenience Retailing offering to your dealer network. ”

RBG Select has a Wholesale Jobber Program that can be branded specific to your company in order to offer a value-added Convenience Retailing Program to your dealers.

Our 2012 Wholesale Jobber package includes a variety of optional items to choose from that best fit your needs to help increase the over-all sales of your retail-sites.

this includes...

- ✓ **Royal Buing Group Membership program access**
- ✓ **Signage Program offering**
- ✓ **Website integration to RBG’s vendor program offerings**
- ✓ **C-Store Training Services
(Workshops, CD-Based Training)**



Membership Benefits

Royal Buying Group has a team of Category Managers negotiating vendor programs in all convenience store categories on behalf of the RBG national chain membership.

Vendor Programs

Hundreds of Vendor programs are offered through RBG consisting of rebates, allowances, placement dollars, special pricing and off-invoice allowances. Each vendor program is different depending on the manufacturer and the marketing dollars available, vendors can offer one or all of the following types of rebates:

Automatic Accrual Rebates

Chain rebates based on actual store purchases, these vendor programs offer rebate dollars back to retailers depending on the number of sku's each location qualifies for. These rebate dollars can vary by vendor; they are calculated based on actual store purchases, purchase data is then tracked, billed, and collected through RBG's automated rebate tracking system. These rebates can bring hundreds of dollars to retailer's bottom-line, accruals and percentages are offered to members throughout the year and begin being tracked once a retailer joins RBG.

Contracted Placement & Accrual Programs

These programs are national placement and shelving programs negotiated on an annual basis, offering potential earnings of thousands of marketing dollars, typically to maintain product, shelving or displays in locations. Contracted programs are offered through the first quarter of the year. Certain contracts are pro-rated and offered through second quarter of the year, depending on the vendor.

Monthly Promotions/Special Pricing

RBG's magazine "The Competitive Edge", offers products and services that provide incremental sales while introducing new vendor programs. These monthly programs offer special pricing, bill backs, rebates and/or off-invoice allowances.

Monthly Feature Program

Select retailers will receive a shipper promotion(s), each month that includes special pricing and marketing support, and point of sale material to help drive impulse buys and create incremental sales.

Membership Benefits

continued...

Category Management/Plan-o-grams

RBG provides plan-o-grams based on top selling products for specific categories to help retailers stock the correct sku's in order to maximize sales. Updated plan-o-grams by category are located on www.royalbuying.com.

Instant Savings on Equipment and Services

Reduce expenses through RBG'S pre-negotiated instant savings program offerings. Programs are available to retailers for equipment and service programs (insurance, payroll, car wash equipment, credit-card processing, back-office systems, phone cards, loyalty program, gift-cards, etc...) are available to help reduce expenses.

Merchandising, Execution and Compliance Support

Planogram merchandising, rack placement, cooler-resets, tobacco fixture installation, tobacco fixture merchandising and point of sales materials are provided on a store specific basis.

Rebate Checks

Members receive rebate checks each month/quarter based on each member's program participation. Member's purchases are individually tracked through the location's wholesale distributor(s) and direct service distributor(s). Payments are based on the actual program in which the members choose to participate. Program payments are mailed each quarter with detailed reports which are referenced by vendor, program, and amount received. Each member can review their location's rebates with our easy-to-read rebate report. Members on the RBG tobacco program receive tobacco payment on a monthly basis in addition to the quarterly rebate check.

Summary of Rebates Paid Out

This report provides quarterly rebate check detail, allowing members the opportunity to conduct a self audit, ensuring receipt of program payments.

Summary of Rebates Invoiced But Not Paid

This report is included with quarterly check detail, informs members of rebates that have been invoiced to the manufacturers, but have not been paid, as of the check issued date. This allows members to be informed of those monies that will be included on the future scheduled rebate checks.

C-Store Training



Computer Based Training

Because employees are the cornerstone of your business, C-Store Training Services offers a library of computer-based training courses to help your employees increase your customer satisfaction! Manager, Cashier, and Jobber Level Training is available!

Select from 25 different 30-minute modules! ORDER NOW!

visit www.c-storetraining.com for a complete listing



Customized Training

Tell us what training workshop topics you would like to attend and we will develop it, or choose from a library of topics / workshops to help your employees improve.

Custom Training topics include:

- Customer Service / Personal Management • Effective Recruiting and Hiring Techniques
- Merchandising / Marketing • Financial Tactics • Site operations / Operational Efficiencies
- Loss Prevention / Inventory Management • Service Bay / Technician / Advisor Management

Services will include:

- Venue
- Food and Beverages
- Marketing and assistance in Enrolling your Cashiers and Managers
- Trainer
- Course Materials

For a quote contact Angela Angelilli • 630.353.7951 • a.angelilli@royalbuying.com



Right Way Performance Management Training System

Let your employees do the training for greater productivity with the most comprehensive system right in your own store!

Over 50 modules cover your store from forecourt to checkout!



Online Testing and Certification

C-Store Certification is a subscription service that includes challenging questions and answers in random order to ensure your employees have the knowledge and training to operate your c-store.

- Testing is customized to fit your specific needs
- Measurement Reporting
- Immediate Results

All reporting/results/testing are available to you 24/7



FasTrax Professional Software

Topics Include: • One Month Business Plan • Six Month Business Plan • Action Planning Tool • Convenience Store Analysis Tools • Shrink and Velocity Reports • Shelf Space Analysis Service Bay and Technician Productivity Analysis • Tracking of Key Service Bay Indicators • Conversion to Productivity Based Incentive Plan • Parts Profit Analysis • Service Bay Vehicle Mix Analysis • Service Bay Auto Service Analysis



Workshops

• New Dealer School • Full Day / Half Day Workshops are available in metro areas throughout the year.

Visit www.c-storetraining.com

for a complete listing of our classes and workshops

Proprietary Custom Wholesale/Jobber Program

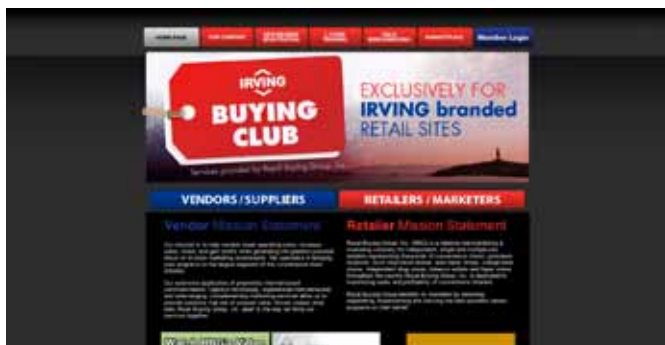
OPTIONS

Website Integration:

- Custom name/logo for Buying Group Program *Example: Wholesale/Jobber Proprietary Logo*



- Website domain, home page design for dealer access



Marketing Communication to Dealer Network:

- Introduction Letter
 - A joint letter will be created to introduce the program benefits and savings to your dealers
- eNews
 - Digital marketing communication of vendor program opportunities
- Sales Team
 - RBG will contact your dealer to explain the benefits of the program. Also, webinars can be set up to train your sales team.
- Expense Savings Programs
 - All participating jobbers will have access to expense chain discount programs (car wash, supplies, tanks insurance, etc.)
- Royal Buying Club member program access



\$ PRICING \$

PROGRAM FEES

		DESCRIPTION	\$
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Website Integration & Marketing Communication Including: Logo, webpage, and marketing communication	\$2,500
<input type="checkbox"/>	C-Store Training Program		
	<input type="checkbox"/>	Custom Workshop(s) for dealers Choose from a variety of c-store topics/procedures	TBD based on location
	<input type="checkbox"/>	Computer Based Training Ability to allow dealers access to library of training through website (unlimited usage).	Estimated \$5,000+ (depends on selection)
<input type="checkbox"/>	RBG Membership Program Access		FREE
<input type="checkbox"/>	Basic Marketing Program to offer to dealer network		FREE

MEMBERSHIP FEES FOR DEALER ENROLLMENT

LOCATION	DESCRIPTION	\$
Size A	1,000 square feet or more	\$500/year
Size B	500-1,000 square feet	\$400/year

- » 10% Administrative fee for non-tobacco monies
- » First quarter free (up to \$125 in additional savings)
- » No out of pocket expense (deducted from rebate checks)

Yes, I am interested in the above programs.



Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Contact Name _____ Contact Phone _____

Contact Email Adress _____

FILL OUT AND FAX BACK TO 630.353.7990



www.royalbuying.com

www.shellbuyingclub.com

www.royalbuying.com/getty.asp

www.royalbuying.com/sinclair.asp

www.tesorovipclub.com

www.royalbuying.com/tetco.asp

Angela Angelilli | *Vice President, Member Services* | **630.353.7951** | **a.angelilli@royalbuying.com**



Royal Buying Group, Inc

MEMBERSHIP AGREEMENT (please print)

Member Name _____ Contact Name _____
 Business Name _____ Federal ID Number _____
 Address _____ Type of Entity: Sole Proprietorship
 City / State / Zip _____ Partnership
 Telephone Number () _____ Corporation (State of Incorporation _____)
 Fax Number () _____ Limited Liability Company (State of Organization _____)
 E-Mail Address _____
 Grocery Distributor Name _____ Distributor Account # _____ Distributor House _____

Retail Location Corporate Office (no retail locations) Jobber with _____ locations
 BUYING CLUB PROGRAM: Royal Buying Group Sinclair Rebate Program Tesoro VIP Club Advantage Program for Cenex Clark

A. Annual membership fees will be deducted out of the rebate checks issued by RBG if one of the following participation requirements applies:

Check box if applicable:
 Participating Wholesale Grocery Distributor
 Enrolled in RBG's National Tobacco Program
 Enrolled in RBG's Coffee Program

B. If the requirements in "A" do not apply:

Check box if applicable:
 I agree to pay annual membership fees upon joining RBG
 Credit Card Info
 Invoice

Initial membership fee out-of-pocket: <u>\$0.00</u>	MEMBERSHIP FEE	
	STORE LOCATION SIZE	ANNUAL-RENEWAL MEMBERSHIP FEE
<input type="checkbox"/>	< 1000 square feet	\$400.00
<input type="checkbox"/>	> 1000 square feet	\$500.00

MEMBERSHIP FEE	
STORE LOCATION SIZE	ANNUAL-RENEWAL MEMBERSHIP FEE
<input type="checkbox"/>	< 1000 square feet
<input type="checkbox"/>	> 1000 square feet

This "Schedule A" page and the Terms and Conditions set forth the agreement between the Member and Royal Buying Group, Inc. (the "Agreement"). You may obtain the Terms and Conditions from RBG by requesting a copy; please review it before you sign and submit this page. Terms and Conditions are available for your review at <http://www.royalbuying.com/terms.aspx> and are incorporated into this Agreement by this reference.

Please note that the Agreement provides that it may be modified in certain respects by Royal Buying Group, Inc. at any time.

By signing below, the Member agrees to be bound by all of the terms of the Agreement.

PLEASE SIGN BELOW

Member Signature _____ ROYAL BUYING GROUP, INC. _____
 Title (if any) _____ BY: _____
 Date Signed _____ Title _____ Date _____

* CREDIT CARD PAYMENT INFORMATION

Visa MC AMEX 3 Digit Security Code _____ TOTAL DUE _____ Credit Card# _____
 Cardholder name _____ Telephone# _____ Address _____
 CC Exp Date _____ Signature _____ Print name _____

*Once your credit card is processed and approved your credit card payment information will be cut off this form and shredded.

PLEASE FAX THIS FORM BACK TO 630.353.7990, OR MAIL TO: