

ONE-DAY TRAINING PROGRAM FOR PETROL PUMP STAFF

RETAIL EXCELLENCE AT FUEL STATIONS

In today's competitive fuel retail environment, petrol pump staff play a critical role in shaping customer perception, ensuring safety compliance, and driving non-fuel revenue. **DSMs (Dealer Sales Managers) and CSAs (Customer Service Attendants)** are the frontline ambassadors who directly influence customer satisfaction, loyalty, and profitability.

This one-day intensive training program is designed to enhance the professional capabilities of DSMs and CSAs by focusing on grooming, customer handling, operational safety, and sales skills. The program integrates practical insights, role-plays, and real-world scenarios to ensure immediate application at the retail outlet.



Book now: 7521950033 | info.contact.skillx@gmail.com

PROGRAM OBJECTIVES

By the end of the program, participants will be able to:

Demonstrate professional **grooming** and workplace **discipline**

Deliver excellent **customer interaction** and service experience

Follow **standard safety protocols** at fuel stations

Execute proper **tank truck decantation** procedures

Apply **structured service protocols** during customer handling

Identify opportunities for **cross-selling and upselling**

Promote and **handle digital payment** systems effectively

Manage customer complaints professionally and efficiently



PROGRAM STRUCTURE (1 DAY)

Session 1: Professional Grooming & Workplace Discipline

Importance of first impressions
Personal hygiene and uniform standards
Body language and communication basics

Session 2: Customer Interaction & Service Protocol

Understanding customer expectations
Standard greeting and service sequence
Handling different types of customers
Role plays for real-life scenarios

Session 3: Safety at Petrol Pump

Importance of safety compliance
Fire hazards and preventive measures
Emergency response guidelines
Do's and Don'ts on the forecourt

Session 4: Tank Truck Decantation Process

Step-by-step decantation procedure
Safety precautions during unloading
Common mistakes and how to avoid them

PROGRAM STRUCTURE (1 DAY)

Session 5: Sales Skills - Cross Selling & Upselling

Understanding customer needs
Identifying cross-selling opportunities (lubes, accessories, etc.)
Upselling techniques without being pushy
Practice exercises

Session 6: Digital Payments & Customer Convenience

Overview of digital payment modes (UPI, cards, wallets)
Benefits to customers and dealers
Handling transaction issues
Encouraging digital adoption

Session 7: Complaint Handling & Service excellence

Types of customer complaints
Structured complaint handling approach
Turning complaints into opportunities
Building customer loyalty



TRAINING METHODOLOGY

Interactive
discussions

Role plays
and simulations

Case-based
learning

Demonstrations

Group activities

FEE STRUCTURE

- 1) A: For Lucknow: **Rs. 1500 + GST** (at MMB Skilling Centre)
B: Other than MMB skilling centre: **Rs. 2000 + GST**
- 2) Outstation Locations: **Rs. 2500 + GST**

BATCH SIZE

Lucknow: Minimum **30** participants

Outside Locations: Minimum **100+** participants
(shall be trained in three days)