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News Release

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It's a New Day in Training for Service Stations & Convenience Stores

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They say you never get a second chance to make a good first impression. While most business owners embrace this concept with customers, many overlook the importance of this notion with new employees who are often placed in front-line positions with little or no training. The result: poor service, dissatisfied customers and costly employee turnover.

Now, Sunrise Basic Training, LLC, in alliance with the Great Lakes Petroleum Retailers and Allied Trades Association (GLPRATA) has developed a new employee orientation program designed specifically for front-line staff at service stations, convenience stores, car washes, oil change operations and other auto trade businesses. This innovative program provides a positive introduction to the industry and establishes ten essential work habits and job skills that each new employee needs to be successful in the industry and in life.

The 16 minute DVD program, titled *Welcome to the Retail Petroleum, Convenience and Auto Trades Industry*, begins with an overview of the operations and opportunities within these unique small businesses, stressing the important role each employee plays in customer satisfaction and business success. The second part of the program delivers ten "Winning Work Habits" that will help make each employee and the business more successful:

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- *Be on Time*
- *Be Prepared for Work*
- *Follow the Rules*
- *Work Safely*
- *Be Dependable*
- *Practice Teamwork*
- *Value the Customer*
- *Learn While you Earn*
- *Activate your Attitude*
- *Take Ownership*

The enhanced DVD disk includes a “Quick Quiz” to assess employee’s understanding of the concepts presented in the program, and a customizable “Certificate of Completion” that can be personalized, printed and awarded to successful trainees. In addition, the DVD disk includes a full-color 8”x10” mini-poster featuring the ten “Winning Work Habits” that can be printed and posted for ongoing reinforcement.

“Our businesses, like many retail operations, face a tight employment market,” says GLPRATA President, Ed Weglarz. “High turnover and competition for qualified applicants often means that untrained employees are thrust onto the front lines to represent (or misrepresent) our businesses to the customer. We believe this new program will establish positive attitudes and realistic job expectations on day one that will generate long-term customers and loyal employees.”

Sunrise Basic Training President, Cheryl Armstrong, agrees. “At Sunrise Basic Training, our mission is to help employers develop successful team members who will contribute to the success and growth of their business. We believe that employees who understand their role and the opportunities for growth within their industry are more likely to take ownership in the success of the business and embrace the idea that *a successful business is a better place to work.*”

The new training program is affordably priced at \$99 and can be purchased by calling toll-free at (866) 309-1069 or online at www.sunrisebasictraining.com.

Sunrise Basic Training, LLC is a business dedicated to providing effective orientation and basic skills training created specifically for unique industries. Training programs are designed to promote productivity, positive attitudes and responsible work habits among employees and work teams.

The Great Lakes Petroleum Retailers and Allied Trades Association is a membership organization serving owners and operators of service stations, convenience stores and other auto trade businesses. GLPRATA anticipates collaborating on more training programs in the future designed to create more successful employees and businesses in their industry.