

Love's Product Information

1. Oil Change and PM Service

a. Benefits:

- i. Saves time by allowing a driver to get an oil change while on a break
- ii. Nationwide network
- iii. For many fleets, the price is less expensive at Love's. Most fleets have never looked at the cost of doing the oil change services at their own shop. Supplies, oil, filters, diesel mechanic wages, disposal of old oil, environmental fees for having bulk tanks on site, potential fines for spills of bulk products, etc. Potential lost revenue for returning the truck to the terminal

b. Objections:

- i. Price and perceived value. Many fleets think they can perform the service themselves for a lower cost
- ii. Service – Love's may take longer than anticipated to execute the service
- iii. Fleets may perform the service themselves because it allows them to get "eyes" on their equipment regularly as opposed to having their equipment on the road months at a time

2. TirePass

a. Benefits:

- i. Catches tire issues before an emergency roadside even occurs. Potentially saves money for emergency roadside events
- ii. Allows fleets to have "eyes" on their tires no matter where a truck is
- iii. Allows for more accurate forecasting of tire inventory
- iv. Lowers CSA score
- v. Visual inspection of truck and trailers may catch potential issues sooner

b. Objections:

- i. Service – now that this is performed in our shops, may take longer
- ii. Customers may think is just "Love's trying to sell me tires"

3. Factoring

- a. Factoring is when Love's purchases a freight invoice for a discount amount from a trucking company. In the trucking industry it is common for a fleet to have to wait 30, 60, or even 90 days to be paid on an invoice (completed deliveries). Instead of a fleet waiting to get paid, the fleet can factor the load and Love's will pay the fleet in an expedited manner

Example: ABC Trucking company delivers a load for XYZ Manufacturing to Home Depot. The terms between ABC Trucking company and XYZ Manufacturing states that XYZ Manufacturing will pay \$1,000 for the delivery within 45 days from when ABC Trucking invoices XYZ Manufacturing. Instead of waiting 45 days, ABC Trucking sells the invoice to Love's for \$950 and Love's pays ABC Trucking company \$950 the day after the load was delivered. In 45 days XYZ Manufacturing will pay Love's \$1,000 for the invoice. Love's makes \$50 in revenue and ABC Trucking can get access to cash flow sooner, which allows ABC Trucking to take more loads

b. Benefits:

- i. Ancillary products – guaranteed line of credit for fuel, invoice creation, back-office support, dedicated account representation, no additional fees, Love's does all payment collections
- ii. Competitive rates
- iii. Love's specializes in freight factoring and doesn't do other types of factoring
- iv. No added fees

c. Objections:

- i. Price – many competitors will try and undercut the market with a lower rate and make up the difference with fees
- ii. Experience/longevity – Love's has only been in the factoring business 10 years and the fleet is looking for a company with more experience

4. My Love Rewards

a. Benefits:

- i. Most rewards points offered per gallon industry wide (up to 4X the points over 1,500 gallons/month)
- ii. Free drink and free shower with purchase of over 50 gallons
- iii. Use points to purchase nearly all Love's products

b. Objections:

- i. If the fleet does not have a fuel discount with Love's, the fleet may get frustrated with drivers who fuel at Love's or go out of route for the points
- ii. Fleets may try and negotiate a larger discount in lieu of Love's providing their drivers with MLR points

5. Love's Express

a. Benefits:

- i. No fees – transaction, administrative, or application
- ii. Real time fueling data
- iii. RFID capabilities
- iv. Use for Purchases on all Love's products
- v. Customizable purchase policies

b. Objections:

- i. Only valid at Love's Travel Stops. Does not provide flexibility for fueling needs outside of a Love's
- ii. Does not have all the features of some larger fuel cards such as payroll services and certain reporting

6. Love's Universal

a. Benefits:

- i. No fees at Love's Travel Stops
- ii. Able to turn on select locations at non-Love's fuel locations
- iii. Real time fueling data
- iv. RFID capabilities
- v. Approximately half the cost (fees) as larger fuel card options

b. Objections:

- i. Fleets don't want to commit necessary gallons to Love's
- ii. Does not provide much flexibility for unexpected fueling needs outside of Love's and predetermined locations (best for dedicated lanes)

7. Tires

a. New/Virgin

i. Benefits:

1. Love's carries all major brands
2. Offsite delivery available for most brands
3. Competitive pricing
4. Able to purchase on a national account

ii. Objections:

1. Local books pricing is too high
2. Dedicated to local dealer. The fleet might have done business with the same company for 20+ years and unwilling to change due to loyalty.

b. Retreads

i. Benefits:

1. Best warranty in the industry
2. Most comprehensive inspection process in the industry
3. Offsite delivery available
4. No charge for patching or repairs

ii. Objections:

1. Bad name in the industry. Retreads are historically not manufactured well and fail often
2. Misinformation – fleets don't think you can run retreads in the summer because hot pavement will cause more tire failures
3. Past experience – many fleets have had a bad experience with retreads and have sworn to never use them again

8. Shop Connect View

a. Benefits:

- i. Reduces unscheduled repairs and expense
- ii. Vendor optimization through telematics integration
- iii. Low cost compared to other similar options
- iv. Unlimited users
- v. User friendly, web based, mobile app
- vi. All modules included
- vii. Inventory management

b. Objections:

- i. Too much work to switch over
- ii. Spent too much money on current system to switch
- iii. Integration – we don't charge, but others might
- iv. Cheaper options exist
- v. Does not currently integrate with Shop Connect (yet)

9. Truck Wash

a. Benefits:

- i. Wash completed in shorter amount of time than competitors (15 minutes or less)
- ii. Shorter lines
- iii. Gantry system allow for truck specific wash
- iv. Lower prices than competition

b. Objections:

- i. Current network is small
- ii. Truck must be straight to enter
- iii. Not a discounted product currently

10. TVC Pro-Driver

a. Benefits:

- i. Access to network of 7,000+ attorneys nationwide
- ii. Helps keep CSA scores low
- iii. Reduces insurance premiums by keeping driver's records clean
- iv. Protects a driver's CDL
- v. Helps improve driver retention through rewards, AD&D policies, etc.

b. Objections

- i. Cheaper products available* (hiring of attorney out of state is additional, however)
- ii. "I/my drivers don't get tickets"
- iii. Using a competitive solution (Driver's Legal Plan, Legal Shield, etc.)
- iv. Don't have extra money to spend

11. Achieving Pricing

- a. We look at every customer and situation individually. Love's tries to make sure every customer is getting the most value for their fleet by choosing Love's. Additionally, we want to make sure the offer we put in front of a fleet is a good fit for both the fleet and Love's

12. Pricing Individual Love's Products

- a. We can sell any of Love's products separately. We consider all of the above information for pricing but typically the most value for a fleet is going to be by bundling together more than one Love's product

13. Price Bundling

- a. When pricing, we are considering current markets & pricing, current gallons purchased from Love's, opportunities for growth, level of commitment to making Love's their primary vendor, ability to add additional products, and competition in that market