

My Love Rewards Program

Benefits

- Drivers benefit directly
- Allows drivers to make more money as they accumulate points that may be used on almost anything in the store (1 gallon equals up to 4 points and each point is a penny reward)
- 50 gallon purchases earn a 7 day shower credit and a drink refill
- Tiered program that allows drivers to earn unlimited points/dollars
- Diamond status drivers earn four times the points and free showers and drinks regardless if fuel was purchased or not (advantageous for team drivers)
- Drivers receive points for merchandise, tires and light mechanical services. Points may be redeemed at food locations that are owned by Loves. (This excludes McDonald's and a few others.)
- No charge for coffee as long as you have a My Love Rewards card and buy 50 gallons of fuel. (Note: Pilot always charges against your points.)
- This is a free program with no annual fee.
- Points may be tracked on your phone app.

Objections

- This program motivates my drivers to always go to Loves even if Love's is not the cheapest fuel in the area.
- My drivers will even go to Loves when it is out of route.
- My drivers should not receive the points when I'm the one paying for the fuel.
- Drivers are not able to redeem their points at the McDonald's inside the locations.
- Points cannot be used to buy fuel or for cash.

