

Spirit® Brand Marketer and Dealer News



Spirit® Partners with RBS Worldpay

Best Credit Card Processing Option in the Industry

Spirit® Petroleum announces a new partnership with RBS WorldPay, the United States payment processing arm of The Royal Bank of Scotland Group. RBS WorldPay is now the preferred credit card processing provider for Spirit® licensees.

“Spirit® developed this relationship with RBS WorldPay in direct response to the feedback and needs of our marketers,” explains Vera Haskins, President of Spirit® Petroleum. “Reliable customer service, real-time fraud prevention, flexible reporting capabilities and state-of-the-art technology are critical to the success and profitability of our licensees. RBS exceeded our pricing expectations in addition to offering valuable new services to Spirit® marketers.”

According to Daniel Fisher, Director, National Sales Petroleum/C-Store Division at RBS WorldPay, “We’re committed to providing unsurpassed customer service and support to Spirit® Petroleum and C-Store members. Our ability to deliver world-class service, exceptional value and secure electronic payment solutions will help Spirit® licensees effectively manage their transaction costs.”

RBS WorldPay is a single-source provider of electronic payment processing services, owning and managing the entire transaction from point-of-sale to settlement, which results in fewer points of failure, increased security and lower overall costs.

Ms. Haskins adds, “RBS understands the quirks and challenges that come up in our business, including the importance of combating fraud at the pumps. They offer secure, Payment Card Industry (PCI)-compliant service backed by fully redundant data centers with unrivalled network reliability. Equally important, RBS WorldPay has seasoned petroleum industry experts on hand to walk Spirit® marketers through this difficult compliance process. As marketers across the country struggle to figure out how to keep up with new PCI Data Security Standards, this is just one of the ways that Spirit® is providing the tools needed to meet these crucial requirements.”

Site Spotlight

Dunklin C-Stores, LLC recently converted its Stuttgart One Stop in Stuttgart, Arkansas to the Spirit® brand. According to owner George Dunklin, “We were previously unable to compete with the branded sites in town. Now, as a Spirit® station, the decrease in credit card fees and the ability to purchase fuel from multiple sources has added to our bottom line.” Petromark, operated by past PMAA Chairman Steve Turner, licenses the site. As Turner explains, “The flexibility to purchase from multiple suppliers allows small volume sites an identity and future sites a choice.”



Stuttgart One Stop, Stuttgart, Arkansas

Who controls your inventory... the vendor or you?

CMi Solutions PriceBook Manager™ gives Spirit® marketers absolute control and ownership over item level inventory and gross profit margin. With little upfront investment and a small monthly payment, CMi's PriceBook Manager™ provides the information needed to make financially wise decisions. For specifics, call Jerome Sedelmeyer at (800) 211-5980.

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