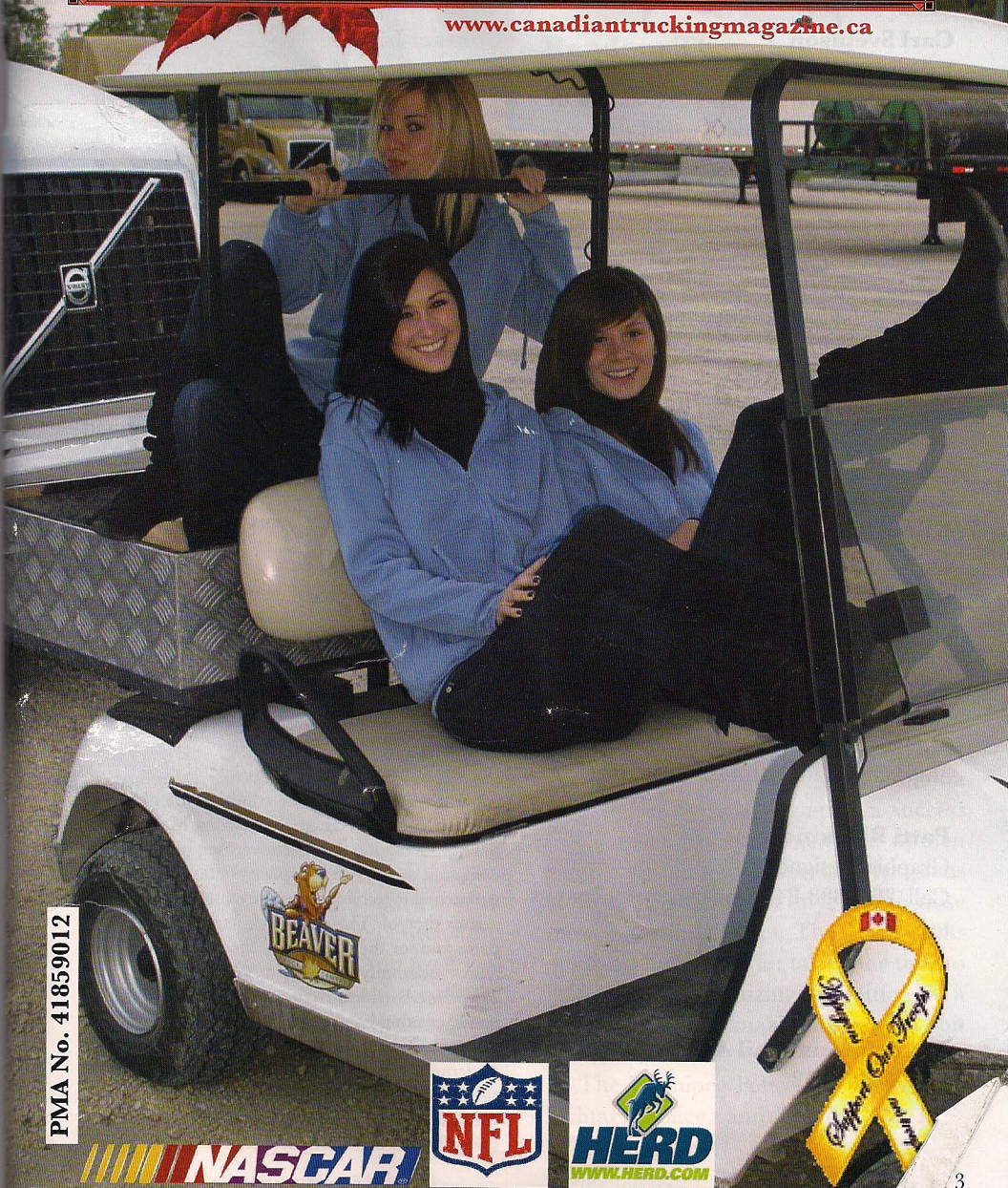


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How do you choose the right fuel supplier?

Summer is over. The kids are back in school, vacations are done and with fewer distractions now you can focus on making some improvements to your business. If you are fuel-reliant this could be the time to find a new supplier. Why? There are a number of reasons. Most companies who upgrade have become tired of the hassles associated with refuelling, like fuel shortages, wasted time and production and all the associated risks. If you aren't happy with your current supplier this article will point you in the right direction.

First of all, if you are doing your own fuel acquisition there is a better way. We've talked about this before. All the time and hassle compounds your costs giving you your true cost of refuelling. It is a lot more than the price at the pumps. Is it worth the effort? The best solution is finding the right fuel supplier. But how do you decide?

Here is an easy to follow **TEN POINT**

CHECKLIST to help you make the right decision...

- 1) **Reliability.** Does the supplier guarantee fuel delivery regardless of regional fuel shortages? Check their track history.
- 2) **Convenience.** Can they deliver 24/7, 365 days a year?
- 3) **Professional staff.** Are their people well trained and certified?
- 4) **ISO Certification.** Do they adhere to standardized operations and procedures?
- 5) **Service guarantee.** Can they grow and adapt with your changing fuel needs?
- 6) **Data capture capabilities.** Are they on top of current technology to supply you with detailed fuel data, online reporting, docket review and all the information you need?

7) Reconciliation. Do they have a committed support staff available to answer your questions fast?

8) Theft Prevention. Can the supplier provide anti-theft security, tank monitoring with remote service?

9) Environmentally responsible. How do they ensure safety in the workplace? What is their incident rate? Are they 100% accountable? If a spill occurs will they do the clean up?

10) National network. Are they capable of fleet refuelling between regions with data support for all your equipment and can give you support for business expansion?

Whew, that's a long list, but if you invest some time now and choose the right fuel supplier you won't be left high and dry. There will come a day this winter when your competitors are lining up for fuel while you go on with your business. In fact, if you've got the right supplier you won't even know there's a problem.

Jack Lee is CEO of 4Refuel – the largest on-site fuel management company in Canada and a global leader in technology designed to help businesses reduce their fuel expenses. Got a question about fuel? Ask the fuel expert by emailing Jack at AskTheFuelExpert@4Refuel.com