



SENIC Battlecards

Cost Control - Fuel

Evolving business fuel costs can add up, especially if employees travel extensively for customer meetings or operate a delivery service of some kind.

Depending on the nature of your business, fuel costs can represent a significant portion of your budgeted expenses. Rising fuel costs can place an undue burden on your bottom line. But before you throw in the towel and resign yourself to runaway fuel expenses, you might want to think about implementing some common sense changes that can help buffer the impact on your business.

Combine trips A little planning can go a long way especially if your company regularly sends sales or service personnel into the field. This might require upsetting schedules and rearranging pre-existing routes. But if it results in greater fuel efficiency it will be worth the hassle.

Eliminate or reduce delivery regions. Some types of businesses require a delivery component while others do it as a courtesy to their customers. If delivery is a requirement, think about reducing the delivery range or adding a surcharge for deliveries that are farther away. If you offer delivery as a courtesy to your customers, you may want to consider eliminating it all together.

Carpool. If pump prices weren't an issue, it would be perfectly fine for employees to drive themselves to conferences etc. But when fuel prices become a factor, encourage, or even require, employees to share rides when the company is footing the bill.

Vehicle maintenance. Poorly maintained vehicles consume fuel at a higher rate. Oil changes, tire pressure, services– they all make a noticeable difference in fuel economy. Assess your company vehicles and ensure they are regularly serviced going forward.

Clients come to you. Another way to minimize fuel expenses is to bring your clients to you rather than going to them.

Market to customers closer to home. If your industry requires travel to your customers, another option is to adjust your advertising and marketing campaign to focus on customers that are closer to your base of operations. This may seem like a radical step, but if it doesn't make a difference whether your customers are located near or far it might be an appropriate one, at least until fuel costs go back down or you are able to reduce costs in another area.



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