

**PROFESSOR
PROFIT SAYS
C-STORE BEST
PRACTICES
IMPROVE:**



**FOOT
TRAFFIC!**

SALES!

PROFITS!



**WHY ARE
CUSTOMERS
LOYAL
TO THE BEST STORES?
#8 THEY EXCEL AT
CUSTOMER SERVICE!!!**

**39% Will Avoid You
After a Bad
Experience**

**STOP!!!
Subscribe Now to:
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These & Others Are Often
FREE!!!**

**24% Will Seek You Out
for 2 years After a
Good Experience**



**95% Share a Bad
Experience
With Others**

**87% Share a Good
Experience With Others**



**55% Will Switch
To Another Store
After a Bad
Experience**

**Of Good or Bad Experience in the End,
Your Customers Will Tell Many Friends.
Make Sure It's a Good One,
Or From Your Store They Will Run,
And Elsewhere Their Money They'll Spend.**

**52% Will
Purchase
More After a
Good Experience**

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