

LAUNCH YOUR FLEET PROGRAM WITH CONFIDENCE

7 Tips to Start Today

"With 30 years of experience in the fleet fueling industry, I have dedicated my career to unlocking the full potential of fleet operations. We help operators reduce costs, increase repeat visits, and offer customers a seamless experience."



Pete Moyer
President, Majestic
Fleet Solutions



Start with your best local customers.

Businesses that fuel daily (contractors, municipal crews, delivery companies, etc) prefer working with someone local. Start with the customers who already trust you.



Keep your program simple.

The biggest mistake c-stores make is over-complicating the setup. You only need 3 things - a branded fleet card, clear credit limits, and simple monthly billing



Use a simple pitch script.

You don't need a long sales presentation. Try this: "We offer a local fleet card with no fees, custom limits, & predictable pricing. It keeps your drivers moving and saves you money."



Set clear credit policies from day one.

Decide upfront: who qualifies, what limits you're comfortable with, and when payments are due. Consistency builds trust and protects your business.



Promote the program everywhere.

Make it visible with pump toppers, counter signs, window clings, social media post, email to local businesses. If customers don't know you offer a fleet card, they can't sign up.



Test the system before you launch.

Run a few transactions with your team. This helps you: understand the workflow, see the reporting, get comfortable with the controls. A smooth launch builds confidence.



Make enrollment easy.

The fewer steps, the better. Offer: a simple one-page application, a quick credit review, fast card issuance. Businesses love convenience — especially fleets.

Ready to launch your fleet program? Call us today.

Let's build a program that keeps your customers loyal and your gallons growing.



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