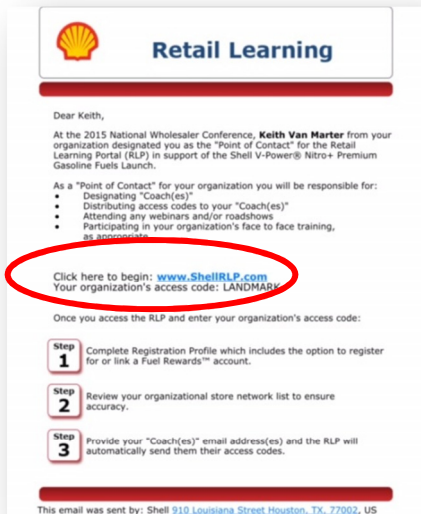


RETAIL LEARNING PORTAL

STEP BY STEP ACCESS

1. Open the email sent from the RLP as illustrated below:



2. Click on the user code in the email which will launch the RLP at WWW.ShellIRLP.COM
3. Under New User, enter your access code provided from the RLP email.

4. Click Register
5. On the next Profile page, fill in your name and email. You can choose to provide your cell number to receive text messages with training updates. Message and data rates may apply.
6. Create a password (what are the password requirements?)

TECHNICAL SUPPORT

RLP Technical Support is available by email at ShellIRLP@resultsdm.com or by calling Toll Free 844-239-3993 or direct dial 316-869-1051. Support is available Monday - Friday, 8am - 5pm CST. For support after hours, call the technical support number and leave a voicemail. A representative will return your call the following business day.

"DROP-IN" PHONE SUPPORT SESSIONS

Standing by for your questions, Drop in sessions are for set-times and manned by RLP experts. Call-in with your questions!

Dates: APRIL – Each Wednesday & Friday
from 10am-11am CST.
Call 713.222.0377
Access Code: 43842383#

APRIL						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Retail Learning

Profile | Access Code Management

* Required

Role: Point of Contact

First Name*: POC

Last Name*: Landmark

Email Address*: rdm1poc@gmail.com
(Email Address is also UserID)

Confirm Email Address*: rdm1poc@gmail.com

Mobile Phone Number: 3165551234

☒ Text Opt-In to Receive Training Updates. Message and data rates may apply. Consent isn't required to buy goods and services. Receive 4msgs/mo. Reply HELP for help. Reply STOP to cancel. For T&Cs, [Click Here](#). For privacy policy, [Click Here](#).

Password*:

Confirm Password*:

7. Opt-In to receive training incentives by linking an existing or creating a new Fuel Rewards account.
8. Check the Privacy Policy box.
9. Hit Submit

☒ [Optional] By checking this box, I understand that any incentives provided as a part of this training will be distributed into my Fuel Rewards™ account and without a Fuel Rewards™ account I will not be eligible to receive any incentives

AND I have a Fuel Rewards™ account that I would like to link
OR I do not have a Fuel Rewards™ account and would like to set one up today as a part of this process

☒ I have read and understand the [Privacy Policy](#) associated with this Retail Learning Portal.

By entering this portal, you authorize Shell Oil Products US and Motiva Enterprises LLC (Company) and any third parties on Company's behalf to access the information you provide within the portal and to provide training tools, content, communications, and incentives to you. You remain independent from Company without direct or indirect control by Company, whether as to conduct, management, operations or employees.

SUBMIT

10. To create a new Fuel Rewards account, select the “Create a new Fuel Rewards Account” button on the right. Fill out your name, email and address information.
 - a. To use an existing Fuel Rewards account, select the “I have an Fuel Rewards Account” button on the left and enter the same email used for your Fuel Rewards account.

Retail Learning

Profile | Access Code Management

[I Have an Fuel Rewards™ Account](#) | [Create A New Fuel Rewards™ Account](#)

Enroll in Fuel Rewards™

To enroll in Fuel Rewards™, enter your information below:

* Required

First Name*: POC

Last Name*: Landmark

Email Address*: rdm1poc+LM1@gmail.com

Confirm Email Address*:

Address 1*:

Address 2*:

City*:

State*: [Select a State](#)

11. Providing an email and phone number are optional.
12. Click the box to agree to the Fuel Rewards Terms and Conditions (which can be viewed in the text box)
13. Type in the security phrase

Home Number

Mobile Number

☐ Email Opt-In to Recieve Promo Emails From Fuel Rewards™

Fuel Rewards Network Terms
Effective as of April 4, 2014

☒ I Agree to the Fuel Rewards™ Terms and Conditions

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

14. Your new Fuel Rewards Account number will be displayed

Shell

Retail Learning

Profile Access Code Management

Your Fuel Rewards™ Account Has Been Linked / Created.

Fuel Rewards™ Account Number:

2705301

Please write this down for easy reference.

GO TO NEXT STEP

15. Generate Access Codes for your Coach(es)
Provide Coache(s) email address(es) and the RLP will send to them for you.

12331309 - LANDMARK INDUSTRIES

TEXAS PETROLEUM GROUP LLC

LANDMARK INDUSTRIES

12316234 - LANDMARK INDUSTRIES

12321793 - LANDMARK INDUSTRIES

12322130 - LANDMARK INDUSTRIES

57542085303 - 600 W ANDELL

57542085402 - 10706 N MO

57542085501 - 3906 SOUTH

57542085709 - 7610 N MO P

57542085808 - 500 WEST W

57542085907 - 3828 N IH 35

57542086509 - 4545 S LAMA

57542086608 - 2800 BEE CA

57542086707 - 6224 BURNET

57542086806 - 2241 S INTER

57542086905 - 13296 RESEA

57542087002 - 958 W UNIV

57542087101 - 12307 DES

57543011605 - 1704 E ST

57544501000 - 1909 KELLY

57544501109 - 6210 E BERN

Click Here to export a list of all merchant

As the Point of Contact for your organization, you will be responsible for the distribution of the Access Codes to the Coaches.

There are two ways to distribute access codes to your Coaches: (1) direct from the Retail Learning System (2) email sent from you (the Point of Contact)

Direct from the Retail Learning System

If you choose to provide Coach email addresses below, the Retail Learning System will send an email directly to each Coach with their unique single use Coach access code

Email sent from you (the Point of Contact)

If you do not provide Coach email addresses below, the Retail Learning System will send you (the Point of Contact) an email with a generic multi-use Coach access code

Generating the Access Codes

When you click "Generate Access Code" below, the Retail Learning System will generate and distribute access code emails that contain:

- an access code that is unique to your training network and will give your Coaches access to only those stores in your training network
- the detailed directions for how the Coaches should access the Retail Learning System and what they should expect when they generate

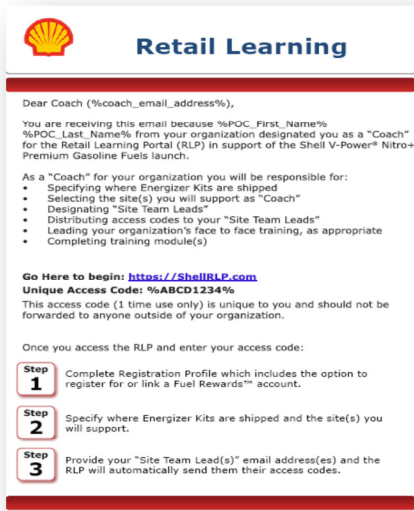
ENTER EMAIL ADDRESS(ES) HERE

Add To List

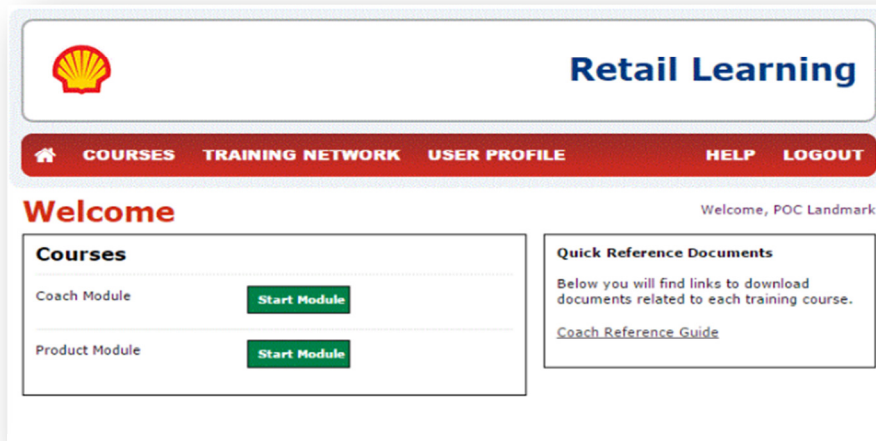
Remove Selected

Generate Access Code

16. Confirmation emails will be sent to the coach(es) with the organization's access code:



17. Proceed to your online training



COACH STEPS ONLY

During your first registration process, you will be asked for 2 additional steps:

1. Specify where you would like the Energizer Kits shipped.
 - a. Choose ship to sites or enter one central address

The screenshot shows the "Profile" registration form. A red circle highlights the "Alternative Shipping Address for all Fuel Energizer Kits" section, which includes fields for "Company Name (if applicable)", "Landmark", "First Name", "Last Name", "Shipping Address 1", "Address 2", "City", "State", "Zip Code", and "Daytime/Shipping Phone Number". The "SUBMIT" button is at the bottom.

2. Build your training network

- Start to build your training network by selecting the sites you as a Coach are responsible for.
- You can search by wholesalers, DMA, City, State.
- Select your stores
 - Additional Features - Export Site List from RLP into Excel
 - Additional Features - Copy and Paste Site List

12331309 - LANDMARK INDUSTRIES
TEXAS PETROLEUM GROUP LLC

LANDMARK INDUSTRIES

- 12316234 - LANDMARK INDUSTR
- 12321793 - LANDMARK INDUSTR
- 12322130 - LANDMARK INDUSTR
- 57542085303 - 600 W ANDEI
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- 57542085501 - 3906 SOUTH
- 57542085709 - 7510 N MO P
- 57542085808 - 500 WEST W
- 57542085907 - 3828 N IH 35
- 57542086509 - 4545 S LAMA
- 57542086608 - 2800 BEE CA
- 57542086707 - 8224 BURNEI
- 57542086806 - 2241 S INTEI
- 57542086905 - 13296 RESEI
- 57542087002 - 958 W UNIVE
- 57542087101 - 12307 DESSI
- 57542087605 - 1704 E STAT
- 57544501000 - 1909 KELLY I
- 57544501109 - 6310 E BEN

[Click Here to export a list of all merchant](#)

As the **Point of Contact** for your organization, you will be responsible for the distribution of the Access Codes to the **Coaches**.

There are two ways to distribute access codes to your Coaches: (1) direct from the Retail Learning System (2) email sent from you (the Point of Contact)

Direct from the Retail Learning System
If you choose to provide Coach email addresses below, the Retail Learning System will send an email directly to each Coach with their unique single use Coach access code


Email sent from you (the Point of Contact)
If you do not provide Coach email addresses below, the Retail Learning System will send you (the Point of Contact) an email with a generic multi use Coach access code

Generating the Access Codes
When you click "Generate Access Code" below, the Retail Learning System will generate and distribute access code emails that contain:

- an access code that is linked to your training network and will give your Coaches access to only those stores in your training network
- the detailed directions for how the Coaches should access the Retail Learning System and what they should expect when they get here.

ENTER EMAIL ADDRESS(ES) HERE

3. Coach(es) generate access codes for Optional Site Team Lead and/or Site Level Employees (Sample Email Communication Below):

 **Retail Learning**

Dear STL Pet FourTen B,

Congratulations! You have successfully enrolled in the RLP in support of the Shell V-Power® Nitro+ Premium Gasoline Fuels Launch.

The location(s) you selected are displayed below with the corresponding access code.

Instruct your Site Employees to visit the link below and enter the code associated with their site address.

www.ShellRLP.com

[54688200184 7204 NE 4TH PLN VANCOUVER WA](#)

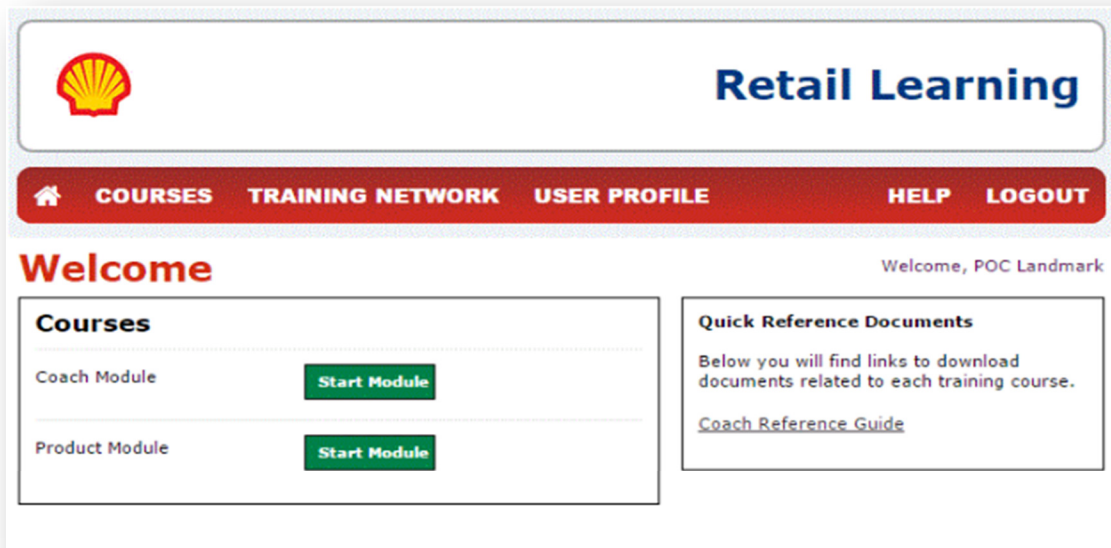
[54688200192 4409 NE 78TH STREET VANCOUVER WA](#)

[54688200200 11817 NE 117TH AVE VANCOUVER WA](#)

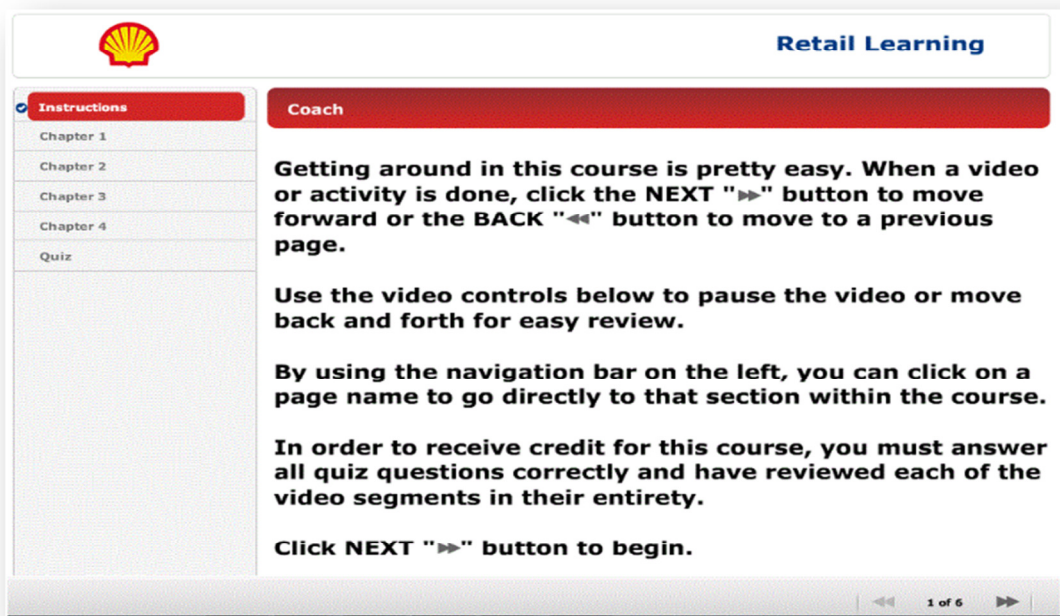
To download a PDF of each location you selected log into the RLP and select "training network". The PDF can be printed and posted on your employee bulletin board to share with you site staff with instructions of how to enroll in the RLP.

TRAINING CONTENT*

After you complete registration, you enter the training course welcome screen. All available courses will be listed and supporting materials will be available for download under the quick reference section.

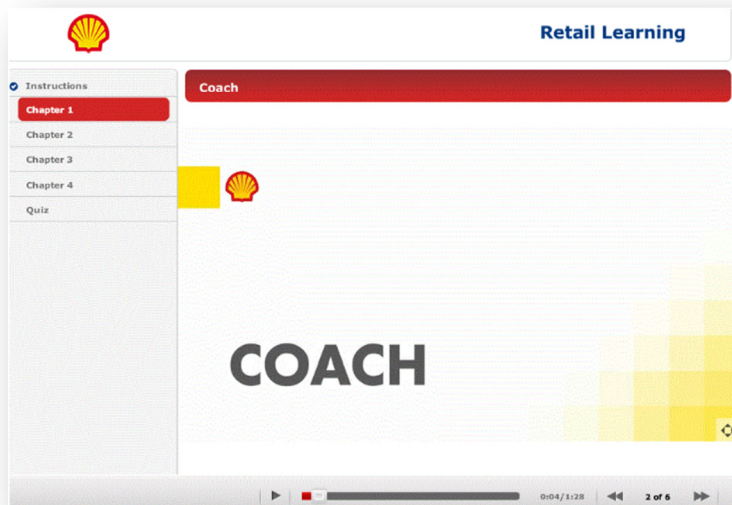


When you click the Start Module, you will go to your training videos. Each module starts with instructions on how to navigate through the training. In this example, you can see that the Coach Module has 4 video chapters and a quiz. Each video chapter is about 2-3 minutes long and the quiz is 5 questions.

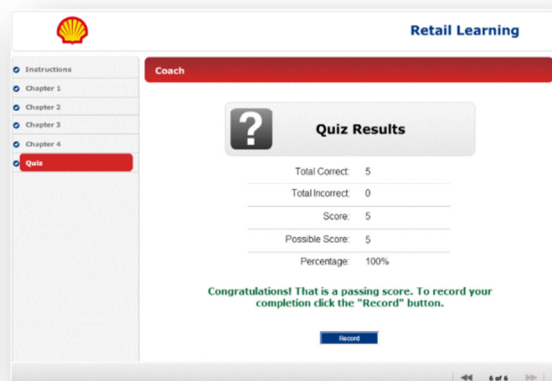
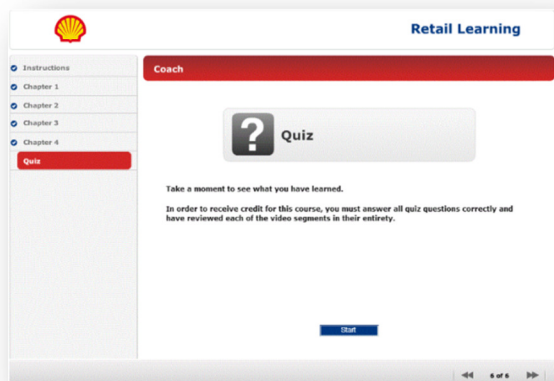


** Stay tuned for updates to this document on "How To" upload pictures for Deep Clean and Above & Beyond Customer Service Contests. – Estimated Availability May 1, 2015.*

When you select Chapter 1 on the left of the screen, the first chapter will begin.



After you have viewed all the chapters, click on the Quiz tab to launch the quiz and click start. At the end of the quiz, you'll see your results



Once you have successfully completed the module, you'll receive a confirmation email highlighting any earned incentives will be automatically applied to your Fuel Rewards account.



REPORTING & USER MANAGEMENT**

Retail Learning

COURSES
ACCOUNT MANAGEMENT
HELP
LOGOUT

Account Management Dashboard

View/Update Profile
Training Network Management
Access Code Management
Training Network Status Reporting

Retail Learning

COURSES
ACCOUNT MANAGEMENT
HELP
LOGOUT

View/Update Profile

Retail Learning Account Profile:
Name: Marc Weber
Email: marcweber@shell.com
Mobile Number: (314) 237-1111
Opt-in Status: Opted in for SMS

Fuel Rewards Status
Enrolled in Fuel rewards YES
Member # 159-765-8

Fuel Rewards Status
Enrolled in Fuel rewards NO
Member #

Privacy Policy

Retail Learning

COURSES
ACCOUNT MANAGEMENT
HELP
LOGOUT

Access Code Management

As the Point of Contact for your organization, you will be responsible for the distribution of the Access Codes to the Coaches.

Your generic multi-use COACH access code is: 2paf6tt0r

The table below shows the unique single use access codes distributed to your coaches

Email Address	Access Code	Date Enrolled	Account Status	Resend Email with Access Code	Deactivate User
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>

OR to generate additional unique single use COACH access codes, enter the email address(es) below and click "Generate Access Code"

Retail Learning

COURSES
ACCOUNT MANAGEMENT
HELP
LOGOUT

Training Network Management

Click Here to export a list of all merchant ids with their assignment status.

YOU'RE TRAINING NETWORK - the stores in the table below are already in your training network

Sold to	Merchant ID ---TYPE SPECIFIC MERCHANT ID HERE---	Store address	City	ST	DMA	Remove Store(s) from My Training Network --- select all ---
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>

Remove Store(s) from My Training Network

> Add to your Training Network

There are two ways to add to your network: (1) filters or (2) custom list. To use filters:

- Select the desired filtering value in 1 or more filters.
- The Store Selection box will update with all stores that correspond to that filter selection.

Retail Learning

COURSES
ACCOUNT MANAGEMENT
HELP
LOGOUT

Training Network Status Reporting

Role	User ID	STATUS											
		Coach Module				Product Module				4 Customer Promises			
Coach	beckcoach@anywhls.com	Enroll Date	Completion Date/Status	Score	Enroll Date	Completion Date/Status	Score	Enroll Date	Completion Date/Status	Score	Enroll Date	Completion Date/Status	Score
		4.1.15	4.1.15	100%	4.1.15	4.1.15	100%	4.1.15	4.1.15	100%	4.1.15	4.1.15	100%
		Coach Module				Product Module				4 Customer Promises			
Site Team Lead	beckstf@anywhls.com	Enroll Date	Completion Date/Status	Score	Enroll Date	Completion Date/Status	Score	Enroll Date	Completion Date/Status	Score	Enroll Date	Completion Date/Status	Score
		4.8.15	4.8.15	100%	4.8.15	4.8.15	100%	4.10.15	4.11.15	100%	4.10.15	4.11.15	100%

** Estimated Availability- May 1, 2015

Images are samples only and are subject to change.

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