

Fuel Service Station Management Training Course

21 – 25 June 2027
Amsterdam

AGILE LEADERS
Training Center

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Overview

Fuel Service Station Management Training Course is a one-week intermediate course for station managers, fuel-retail supervisors, network support, inventory, maintenance, HSE, and owner-operator functions who leave with a Service Station Management Control Plan. Participants integrate service strategy, customer experience, wet-stock and dry-stock controls, fuel receiving, storage and dispensing, safety, environmental protection, maintenance, staffing, supply continuity, and financial performance. The course connects daily operating evidence to practical management decisions. Agile Leaders Training Center presents fuel service station management.

Who Should Attend

- Station-management functions responsible for daily control, service, and performance
- Fuel-retail supervision functions responsible for network standards and operating support
- Inventory and supply functions responsible for deliveries, wet stock, dry stock, and continuity
- Convenience-retail functions responsible for merchandise, service levels, and local promotion
- Maintenance and HSE functions responsible for equipment availability, hazards, and releases
- Owner-operator functions responsible for margins, people, compliance, and business results

The course assumes participants already support retail, fuel, inventory, facilities, or frontline operations at work, and it leaves out dispenser installation, tank-design engineering, laboratory fuel testing, and jurisdiction-specific licensing advice.

Departments and Industries

The course supports departments and industries that operate, supply, supervise, or assure retail fueling sites.

- Retail fuel service stations and convenience stores
- Fuel-distribution networks, franchise operations, and dealer support
- Fleet card, commercial fueling, and mobility-service operations
- Inventory, logistics, procurement, and supply planning
- Maintenance, facilities, environmental, and HSE support
- Retail finance, marketing, customer experience, and loss prevention

Learning Objectives

By the end of this course, participants will be able to:

- Build a station service and operating-control plan
- Apply fuel receipt, storage, dispensing, and stock controls
- Analyze margin, loss, sales, and performance evidence
- Diagnose safety, environmental, equipment, and service risks
- Use staffing, maintenance, supply, and emergency routines
- Prioritize customer, commercial, and compliance improvements

Course Agenda

Day 1: Manage the Station Business

- Station Business Model and Service-Proposition Map
- Customer Journey, Service Standard, and Loyalty Review
- Fuel, Shop, Service, and Ancillary Revenue Register
- Pricing, Margin, Cost, and Break-Even Awareness Sheet
- Roles, Shift Responsibilities, and Management-Control Calendar

Day 2: Control Fuel and Inventory

- Fuel Ordering, Delivery, Receipt, and Product-Identity Checklist
- Tank Capacity, Ullage, Overfill, and Delivery-Planning Sheet
- Automatic Tank Gauge, Dip, Meter, and Sales Reconciliation
- Wet-Stock Variance, Leak, Theft, and Loss Investigation
- Dry-Stock Replenishment, Shrinkage, Rotation, and Count Control

Day 3: Operate Safely and Responsibly

- Dispensing Area, Traffic, Ignition, and Customer-Safety Review
- Spill, Overfill, Release-Detection, and Emergency-Stop Controls
- Tank, Piping, Sump, Dispenser, Drainage, and Waste Walkthrough
- Incident, Near-Miss, Environmental, and Corrective-Action Record
- Emergency Response, Notification, Evacuation, and Recovery Plan

Day 4: Sustain People and Assets

- Staffing Pattern, Competence, Briefing, and Handover Plan
- Preventive Maintenance and Defect-Priority Schedule
- Dispenser Availability, Calibration Evidence, and Service Calls
- Supplier Performance, Delivery Resilience, and Contingency Map
- Cash, Payment, Security, Fraud, and Loss-Prevention Controls

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Day 5: Improve Station Performance

- Suggested Exercise: Build a Station Performance Dashboard
- Suggested Exercise: Reconcile Fuel Stock and Investigate Variance
- Suggested Exercise: Review a Spill and Equipment Failure Scenario
- Suggested Exercise: Plan Customer and Margin Improvements
- Capstone Exercise: Complete the Service Station Management Control Plan

Practical Exercises

The course uses suggested activities to convert station evidence into coordinated operating, safety, service, and commercial decisions.

- Suggested activity: map the customer journey and define measurable service, queue, cleanliness, availability, and complaint controls.
- Suggested activity: reconcile deliveries, tank readings, meter totals, sales, and adjustments to identify a wet-stock variance.
- Suggested activity: complete a site walkthrough and prioritize dispenser, tank, spill, traffic, housekeeping, and environmental actions.
- Suggested activity: combine staffing, maintenance, supply, inventory, service, margin, and risk controls into one management plan.

FAQs

Who suits fuel service station management training, and what does it assume?

Fuel service station management training suits station managers, fuel-retail supervisors, network teams, inventory and supply personnel, maintenance and HSE support, and owner-operators. It assumes practical exposure to retail, fuel, inventory, facilities, or frontline operations.

What is wet-stock control at a fuel service station?

Wet-stock control reconciles delivered fuel, tank measurements, meter totals, sales, transfers, tests, and adjustments. It identifies unexplained loss patterns that may arise from measurement, delivery, equipment, leakage, theft, or recording problems.

How should a station prepare for a fuel delivery?

The station verifies product, available tank capacity, ullage, delivery route, fill point, isolation, spill equipment, responsible staff, documentation, and post-delivery readings. Local procedures and applicable requirements determine the exact controls.

Which measures support service station performance management?

Useful measures include fuel and shop sales, margin, stock variance, shrinkage, product availability, dispenser uptime, maintenance response, incidents, customer complaints, queue time, conversion, labor use, and completion of operating checks.

How do safety and environmental controls affect profitability?

Effective controls reduce releases, injuries, disruption, product loss, equipment damage, cleanup exposure, and reputational harm. They also improve availability, record quality, maintenance planning, and confidence in inventory and operating results.

Conclusion

Participants take back a Service Station Management Control Plan containing the service proposition, customer standards, fuel and merchandise controls, delivery routines, safety and environmental checks, staffing, maintenance, emergency arrangements, supply contingencies, performance measures, margin actions, and improvement priorities. The plan connects frontline evidence to one management rhythm. It supports safer operations, clearer accountability, stronger stock control, and better-informed commercial decisions.