



## Educational Programs

### CIRCLE K ORIENTATION

This is an initial opportunity for you to review the offering and for us to get to know you before any agreement is signed or fees are paid. It also allows you to experience first hand the typical convenience store duties for both the customer service representatives (CSR's) and the site management.

### S.M.A.R.T. ACADEMY AT CIRCLE K

The state of the art facility integrates In-store and Classroom Learning, giving you a true feel for the activities and responsibilities of running a Circle K. The program includes Business Management, Category Management, Accounting, Marketing, Promotions, Responsible Retailing, Inventory Management, Internet Use-circlekfranchise.com, Image, Safety and Security, Customer Service, Shift Management, and Human Resource programs.

### NEW EMPLOYEE TRAINING PROGRAM (N.E.T.P.)

The franchise website [circlekfranchise.com](http://circlekfranchise.com) provides the learning modules that are used in all Circle K franchise operated stores to expertly instruct your employees. The eight modules include Customer Service Excellence, Resolving Customer Complaints, Employment Laws, Work Safety, Hazardous Materials, Personal Safety, Robbery Deterrence, and Restricted Sales Training (state specific).

### SMART S.T.E.P. (Store Training Enhancement Program)

The online advanced training program provides practical job knowledge and development insight into management for store staff. The 4 step program allows employees to acquire new skills in key areas of the business. Step 1 reinforces modules learned in the New Employee Training Program. Step 2 elevates the knowledge of Accounting, SSCS automated ordering, Food Handling, Ordering & Receiving, Marketing and Supervisory skills. Step 3 focuses on Business Writing, Managing Anti-harassment, Management of Performance and Consequences, Safety, and Marketing 102. Step 4 illuminates the areas of Marketing 103 & 104, Outlook, Recruiting, Interviewing, Hiring, Scheduling, and Time Management.

### CONTINUING EDUCATION

The continuing education and training programs reinforce the initial learning and keep you up-to-date with the new operational, customer service, and merchandising programs. These materials are continually updated and available through [circlekfranchise.com](http://circlekfranchise.com).

*\*The communications made through this website should not be construed as an offer to sell a Circle K® Franchise in, nor are the communications directed by or on behalf of TMC Franchise Corporation to the residents of, any jurisdiction that requires registration of a franchise prior to offering and selling the franchise in that jurisdiction. No Circle K® Franchise will be sold to any resident of any such jurisdiction until the offering has been duly registered and declared effective by such jurisdiction and the required offering circular, if any, has been delivered to the prospective Franchisee before the sale in compliance with applicable law. Nothing in this disclaimer should be construed as a waiver of any applicable exemption provisions which may be available to TMC Franchise Corporation.*