

SPOTTING POTENTIAL CHALLENGES AND TRAVERSING POSSIBLE PROBLEMS WITH THE POWER OF A TECHNOLOGICAL TANK

The propane and heating oil industry depends on many things, chief among them safety. That includes regulatory compliance involving gas and leak checks, legal documentation of the same, maintenance of the tanks themselves, and intelligence about the location, size and fuel provider for each tank within a given town, city, county or state.

Mobilizing that information – making that data available from the convenience (and safety) of a smartphone or tablet – can save a business tens of thousands of dollars.

More importantly, these tank spotting features alert professionals to potential problems before an event happens or a crisis occurs.

These real-time updates enable workers to ensure fuel tanks function without risk to the environment or danger to a surrounding community.



This technology represents a new breed of sales, maintenance, compliance and safety management for companies that need an all-inclusive solution for these challenges.

It informs as much as it inspires, because the latter motivates business owners and fuel providers to act.

It gives them, at a minimum, a financial incentive to streamline operations, reduce the flow of paper, and upload files containing seals of inspection, orders and authorizations, and other relevant or essential materials concerning the use of fuel tanks.

The freedom factor alone is considerable, because it does not require the manual entry of data or a late night call to an attorney, who must then write – and charge his client for – some otherwise standard piece of legal notification.

These benefits are significant, but the emphasis on accuracy is more powerful still.

For reliable information begets reliable leads, which lowers marketing costs, eliminates questionable guesses and ends wasteful spending in general.

When you can focus on a fuel provider like a laser beam, when you have a full dossier about a prospect, when you know a particular territory as well as the best cartographer or better than the most lively tour guide, you then know how to communicate with that person.



Bill Stomp is a partner along with 5 other consultants in PropaneQuarterback.com, who specialize in the propane industry, as well as a partner with TankSpotter.com, this sector's first and only complete propane app.

You know how to avoid the superfluous – and largely superficial – content that governs most conventional marketing campaigns.

You can do these things (and more), thanks to an appeal to practicality.

You can speak to the immediate needs of a fuel provider, which have everything to do with efficiency and economy; which have everything to do with safety and success; which have everything to do with legal requirements and state regulations; which have everything to do with efficacy and ease of use.

These advantages appeal to fuel providers, since these strengths represent a return on investment (ROI) far greater than existing alternatives.

The emphasis on maintenance and protection also attracts the interest of the community at large, since it is imperative to safeguard every fuel tank in every area. Period.

We have the ability to make this goal a reality right now.

We have a duty to offer this technology to those who need it most, starting now.