



# 6 PROPANE SALES STRATEGIES

YOU CAN IMPLEMENT NOW  
FOR LONG-TERM GROWTH

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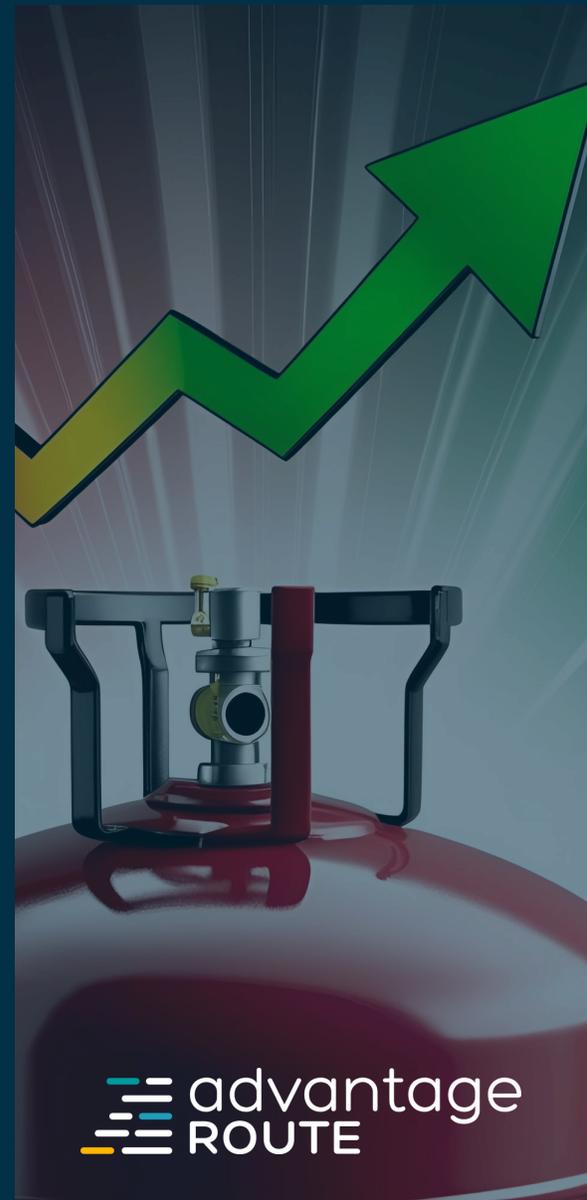
# OVERVIEW

The propane industry is more competitive than ever—and customers expect more than just fuel. They expect reliable service, easy communication, accurate billing, and safe, on-time deliveries. Whether you're serving residential homes, agricultural operations, or commercial businesses, how you sell and deliver your service has never mattered more.

Today's top propane companies don't just focus on keeping tanks full. They leverage smart sales strategies, efficient routing tools, and customer-focused systems to build long-lasting relationships. If you're looking to grow your revenue, improve retention, and stand out in a crowded market, these six strategies will help guide your success.

## PROPANE DEMAND IS RISING

U.S. propane demand is not only strong—it's rising. In fact, U.S. propane consumption reached 1.48 million barrels per day in January 2025, the highest January total since 2005 and the most for any month since 2007, according to the U.S. Energy Information Administration (EIA). This surge—driven by residential heating needs during severe winter weather—demonstrates propane's enduring relevance across homes, farms, and businesses. With 6.6 million U.S. households using propane as a primary heating source and global exports rising for 17 consecutive years, the long-term outlook is clear: propane consumption is growing. The companies that adopt smarter sales strategies and technology now will be best positioned to thrive in a high-demand, competitive future.





# KNOW YOUR CUSTOMERS, YOUR MARKET, AND YOUR OPPORTUNITY

To grow your propane business, you need to understand who you're serving—and where the biggest opportunities are. Your customer base might include homeowners, construction companies, farms, restaurants, schools, or industrial clients. Each one has different tank sizes, delivery needs, usage patterns, and expectations.

Start by segmenting your customers. This helps you tailor services, target communication more effectively, and spot growth areas.

## ASK YOURSELF:

- What types of customers use the most propane?
- How frequently does each segment require delivery?
- Which customers are on keep-full vs. will-call schedules?
- Are you receiving more service calls from residential or commercial clients?
- Which customer types bring in the most revenue or have the longest lifecycles?
- Are there geographic areas or industries you haven't tapped into?

**WITH A CLEARER UNDERSTANDING OF YOUR CUSTOMER DATA, YOU'LL BE ABLE TO FOCUS ON THE MOST PROFITABLE SEGMENTS AND BUILD STRONGER MARKETING AND SERVICE STRATEGIES AROUND THEM.**

# CLARIFY AND PROMOTE YOUR VALUE PROPOSITION



Saying “We deliver propane” won’t help you stand out. What makes your company the best choice? What do your customers care most about—safety, dependability, fast service, tank monitoring, budget plans?

For example, if you serve families that rely on propane for heat, highlighting emergency after-hours delivery might be more valuable than price matching. Your value proposition needs to reflect your customers’ priorities.

## EXAMPLES OF STRONG DIFFERENTIATORS INCLUDE:

- Remote tank monitoring for accurate delivery timing
- Budget-friendly payment plans or auto-pay options
- Dependable delivery windows and routing consistency
- Emergency service availability
- Safety-first training and certifications for all technicians
- A user-friendly customer portal for online access and billing

**REFINING YOUR VALUE PROPOSITION STARTS WITH LISTENING TO WHAT YOUR CUSTOMERS VALUE—THEN MAKING THAT THE HIGHLIGHT OF YOUR WEBSITE, ADVERTISING, SALES CALLS, AND PRINTED MATERIALS.**



# 3

## EDUCATE YOUR BUYERS

Many customers don't fully understand how propane delivery works—or how your services improve safety, convenience, and peace of mind.

Education can help build trust, loyalty, and long-term partnerships.

When your customers are informed, they're more likely to stay with you, add services, and refer others.

### KEY AREAS TO EDUCATE YOUR MARKET INCLUDE:

- The benefits of keep-full vs. will-call service
- How remote tank monitors improve reliability and prevent runouts
- The importance of leak detection and safety inspections
- Differences in tank sizes and usage estimates
- Tips for reducing fuel usage and increasing efficiency

**USE BLOG POSTS, EMAIL CAMPAIGNS, SOCIAL MEDIA, AND ONE-ON-ONE CUSTOMER CONVERSATIONS TO SHARE THIS INFORMATION IN A HELPFUL, NON-SALESY WAY. WHEN BUYERS SEE YOU AS AN EXPERT AND A PARTNER, THEY'RE MORE LIKELY TO GROW WITH YOU OVER TIME.**

# LEAD WITH A PROBLEM-SOLVING PITCH



Sales isn't about pushing propane—it's about solving problems. Understanding the pain points of your customers helps you position your services as the solution.

## FOR PROSPECTIVE CUSTOMERS, COMMON FRUSTRATIONS MIGHT INCLUDE:

- Unexpected runouts or delays
- Inconsistent delivery schedules
- Poor customer service or hard-to-reach companies
- Confusing billing or payment systems

## FOR CURRENT CUSTOMERS, ISSUES MIGHT BE:

- Unclear communication about deliveries
- No insight into tank levels
- Lack of service flexibility
- Limited online access or account control

## SPEAK TO THESE CONCERNS WITH REAL SOLUTIONS:

- “Tired of running out of propane during the coldest nights?”
- “Want to avoid surprise bills or fuel surcharges?”
- “Looking for reliable, scheduled deliveries with no guesswork?”

**SHOW HOW YOUR PROPANE COMPANY—AND THE SYSTEMS YOU USE, LIKE ADVANTAGE ROUTE SOFTWARE—SOLVE THESE ISSUES. TESTIMONIALS, SUCCESS STORIES, OR BEFORE-AND-AFTER CASE STUDIES CAN GO A LONG WAY IN REINFORCING THE MESSAGE.**

# USE ONLINE CHANNELS TO DRIVE VISIBILITY AND LEADS



Today's propane buyers are online—searching for delivery companies, comparing services, and reading reviews. If your business isn't showing up in search results, you're missing potential leads.

## HERE'S HOW TO BUILD A STRONG DIGITAL PRESENCE:

- **Google Ads:** Target searches like “propane delivery near me” or “home propane service.”
- **Google Local Services Ads (LSA):** Show up at the top of local results for service-based queries.
- **Yelp, Nextdoor, Facebook Marketplace:** Build trust and visibility in local communities.
- **Email Campaigns:** Keep your customers engaged with service updates, safety tips, and seasonal promos.
- **Social Media:** Share photos of your team in the field, customer testimonials, safety checklists, and behind-the-scenes updates.
- **Website & SEO:** Make sure your website clearly outlines your service area, delivery options, safety protocols, and customer tools—and that it works great on mob

**BE WHERE YOUR CUSTOMERS ARE—AND MAKE IT EASY FOR THEM TO UNDERSTAND WHAT SETS YOUR COMPANY APART.**

# 6

## NURTURE EXISTING CUSTOMERS FOR LONG-TERM GROWTH



It's more cost-effective to keep a customer than acquire a new one—and happy customers are your best advocates.

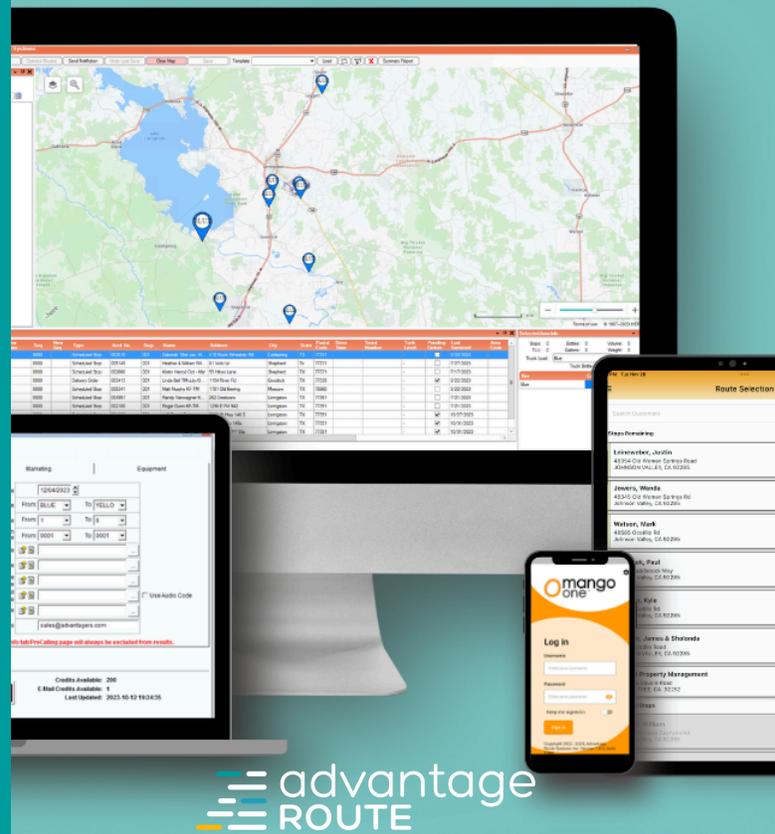
By nurturing those relationships, you unlock opportunities for upselling, referrals, and long-term retention.

### ENGAGE CURRENT ACCOUNTS BY:

- Offering loyalty discounts or referral rewards
- Checking in regularly with usage reports or service reminders
- Promoting tank monitoring as an upgrade
- Introducing seasonal services like tune-ups or safety checks
- Sending thank-you gifts or branded items for long-time customers
- Requesting Google reviews after a positive experience

**SMALL GESTURES, CONSISTENT COMMUNICATION, AND RELIABLE SERVICE GO A LONG WAY TOWARD BUILDING CUSTOMER LOYALTY.**

# \* BONUS TIP: EQUIP YOUR TEAM WITH THE RIGHT TECHNOLOGY



Propane delivery companies succeed when operations run smoothly—from routing and scheduling to billing, safety, and customer service. That's where AdvantagE ROUTE makes a difference.

## OUR PROPANE-SPECIFIC SOFTWARE SUPPORTS EVERY ASPECT OF YOUR BUSINESS:

- **Route Manager**: Our all-in-one platform for delivery planning, invoicing, customer records, and scheduling.
- **Mobile Apps for Drivers**: Enable real-time order entry, payments, tank readings, and service logging from the field.
- **Route Optimization**: Reduce fuel costs and maximize delivery efficiency with intelligent mapping.
- **Remote Tank Monitoring Integration**: Sync with Otodata and other monitoring systems to track usage and schedule timely deliveries.
- **Electronic Truck Interface (ETI)**: Automate meter readings by presetting gallon or dollar amounts from your mobile device to control pump stops and transfers accurate data instantly.
- **Customer Portals**: Let customers view their account, schedule deliveries, and pay bills online anytime.
- **Customer Message Center**: Automate appointment reminders, delivery confirmations, and promotions via text, email, voice, or fax.
- **Reporting & Dashboards**: Track deliveries, monitor driver performance, and get insight into fuel usage and customer trends.

WITH  
ADVANTAGE  
ROUTE, YOUR  
TEAM SPENDS  
LESS TIME  
CHASING  
PAPERWORK—  
AND MORE TIME  
BUILDING  
RELATIONSHIPS.



## IN SUMMARY

**THE PROPANE INDUSTRY IS EVOLVING—AND THE COMPANIES THAT ADAPT WILL LEAD THE WAY.**

Selling propane isn't just about delivering fuel—it's about providing a dependable, safe, and customer-friendly experience. By knowing your market, leading with solutions, showing up online, and using the right technology, you'll build a business that grows with confidence and stands out from the competition.

LEARN MORE:

[ADVANTAGEROUTE.COM](https://advantageroute.com)



**WHO IS ARI?**

Advantage Route Inc. is a global leader in route management solutions, trusted by thousands of route delivery companies worldwide to deliver innovative software for route accounting, scheduling, dispatching, field service Apps, and GPS-based technologies. ARI products are an essential part of in-field and office operations in industries delivering bottled water, water treatment, ice, propane, oil recycling, coffee, and more. Built on a commitment to help our customers' businesses run optimally, we provide 24/7 world-class support that is second to none.