**The EV Revolution Career Guide**

**Master the Technology That’s Creating New C-Store Jobs**

*A step-by-step printable playbook and assessment toolkit for becoming an EV-ready, future-proof employee or manager in the electrified convenience store industry.*

**1. EV Career Readiness Assessment**

**“Is Your Career Ready for the EV Revolution?” (Check Yes/No for each)**

|  |  |  |  |
| --- | --- | --- | --- |
| # | Question | Yes | No |
| 1 | Can you explain how an EV charging station works? |  |  |
| 2 | Have you helped a customer with an EV charger or app? |  |  |
| 3 | Do you know the difference between Level 2 and Level 3 chargers? |  |  |
| 4 | Are you familiar with pricing and payment for charging sessions? |  |  |
| 5 | Can you list two common issues customers face while charging? |  |  |
| 6 | Have you been trained on safety or troubleshooting for EV charging equipment? |  |  |
| 7 | Are you comfortable upselling products/services during 20-40 min charging visits? |  |  |
| 8 | Have you looked at job postings for “EV charging specialist” or related new roles? |  |  |

**Your Score:** \_\_\_\_ / 8

* [x] 7–8: EV-Ready Expert!
* [ ] 5–6: On the path—level up your skills!
* [ ] 0–4: Start building your EV knowledge now!

**2. Personalized EV Career Toolkit**

**A. EV Charging Station Operations**

* **Quick Reference:**
	+ Know the location, hours, and support contact for each station
	+ Understand app-based access, payment options, and charging speeds
* **Common Issues & Solutions:**
	+ **Charger won’t start:** Check payment/app, ensure car is properly plugged in, restart session
	+ **Slow charging:** Explain Level 2 vs. Level 3, offer lounge/refreshment options
	+ **App problems:** Walk customer through basic troubleshooting, know who to call for tech support

**B. Customer Service Strategies for Long Charging Visits**

* Suggest food, beverage, or retail items for customers waiting 20–40 minutes
* Recommend Wi-Fi, restrooms, or seating areas
* Upsell: “Our loyalty program gives you bonus points for every charging session!”

**C. Upselling Techniques**

|  |  |
| --- | --- |
| Scenario | Suggestion |
| Customer waiting to charge | “Would you like a coffee or snack while you wait?” |
| Frequent charger user | “Did you know we have a subscription or loyalty offer?” |
| Family charging stop | “Try our fresh food deals or rest area inside!” |

**D. EV Specialist Career Prep**

* **Prepare for new job titles:**
	+ EV Charging Specialist
	+ Customer Experience Coordinator
	+ Tech Ambassador
* **Interview prep:**
	+ “Describe a time you helped a customer with new technology.”
	+ “How would you handle a charging station outage?”
	+ “What would you do to make a 30-minute customer visit memorable?”
* **Salary negotiation tip:**
	+ Emphasize EV knowledge and ability to drive new revenue streams!

**3. Career Advancement Tracker**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | EV Skill Practiced or Learned | Customer Interaction | Upsell/Revenue Win | Next Goal |
| 1 | Learned charging basics, practiced with app | Assisted 2 customers | Sold 3 snacks | Review troubleshooting guide |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |

**4. EV Scenario Practice Templates**

* **Customer can’t start session:**
“Let’s check the app and connection. If it still doesn’t work, I’ll call support for you and make sure you’re not double-charged.”
* **Extended dwell time:**
“Charging takes about 30 minutes today—can I show you our cafe or seating area?”
* **First-time EV customer:**
“Let me walk you through how charging works. Feel free to ask me anything—I’m here to help.”

**5. Monthly Progress Log**

|  |  |  |  |
| --- | --- | --- | --- |
| Month | Skills Gained | Customer Successes | Recognition/Promotion Steps |
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