BUY ONLINE

SAVE UP TO 25%

Tips for Growing Your Dealership

While an AMSOIL Dealership offers several ways to earn profits and commissions, focusing on a few key areas will help you grow your business.

Expand your Sales Force

Virtually everyone you come in contact with is a potential new Dealer. Begin with friends and family, then expand to people outside your inner circle. Consider talking to members of groups or organizations you belong to, neighbors and even old classmates. Some Dealers find new Dealers through print or radio advertising, trade shows, flyers, the Internet or other promotional activities. Customers, particularly Preferred Customers, also make great Dealers because they believe in the product and start with a good base of knowledge.

Personal group Dealers expand your income opportunity, so by adding more Dealers to your group, you've really just expanded your sales force.

Get Retailers on Board

Every Dealer should have several installers to which he or she can send customers who don't change their own oil. Retail accounts – businesses that sell AMSOIL products or install them as part of a service (auto service centers, auto parts stores, etc.) – provide great potential for sales. They see multiple customers each day, providing countless sales opportunities. Auto service centers are important due to the growing do-it-for-me market.

Though corporately owned retail businesses shouldn't be ruled out, Dealers should focus on independently owned retail businesses. They're easier to establish because their decision-makers are typically more accessible and their business models commonly align with the AMSOIL philosophy – providing high-quality products and services that deliver customer satisfaction.

Add Commercial Businesses

Commercial accounts include businesses who buy AMSOIL products to use in their equipment (e.g., landscaping companies, trucking and taxi fleets). These business provide excellent potential and all share one trait – they want to save money. The complete AMSOIL product line satisfies the needs of most commercial businesses by reducing money spent on maintenance, maximizing equipment life and cutting fuel costs.

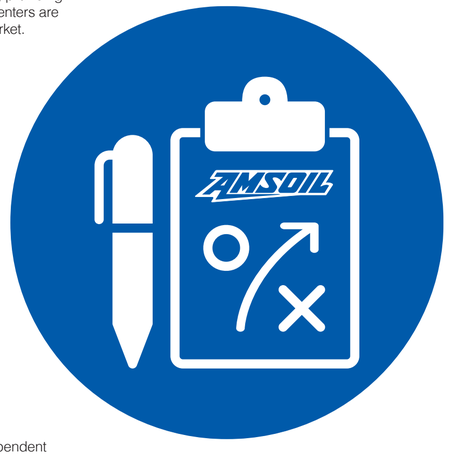
As with retail sales, start by focusing on independent companies. You will enjoy greater success by focusing more energy where the best opportunities lie.

Build a Base of Preferred Customers

Many customers simply want to purchase AMSOIL products at the lowest possible prices and have no interest in selling, making them perfect candidates for a Preferred Customer membership. Preferred Customers recieve reduced pricing, special offers and free shipping. They also get free gear, earn points on all purchases redeemable on future orders and receive bonus points for referring friends and family. P.C.s pay a small annual fee. You earn commission credits on each of their purchases.

Go Online

Because more people than ever are shopping online, performing online research before they buy and spending more time online in general, it's a smart move to add a digital focus to your business plan. Taking your business online will give you more exposure, potentially leading to more sales and more cash in your pocket. Purchasing an AMSOIL website or carving out a niche on social media are effective ways to gain customers through all of the AMSOIL programs. You'll also discover new ways to interact with people that can work to solidify your role as a lubrication expert.



FREE CATALOG

AMSOIL University Online

Immerse yourself in sales, technical and marketing training, business-building strategies and more with AMSOIL University Online.

Learn at your own pace, on your own schedule with

- **Interactive** courses
- **Monthly** webinars
- **Evolving** lineup of presentations and training
- **Free** Dealer Certification

Explore AMSOIL University Online by logging into the Dealer Zone and clicking on the AU Online link.

Dealer Certification

Dealer Certification is the first phase of Dealer training in AMSOIL University Online. Passing the Dealer Certification exam is the first step toward accessing all the support benefits AMSOIL provides, like being eligible to participate in AMSOIL co-op programs, receiving leads directly from AMSOIL and having your business listed on the AMSOIL Locator.

AMSOIL UNIVERSITY ONLINE

AMSOIL The First in Synthetics®

Contact your local full-service AMSOIL Dealer for more information on AMSOIL products or to place an order. You may also order direct by calling AMSOIL INC. at 1-800-956-5695 and providing the referral number listed here. ▼

Referral #_____

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Income Opportunities for AMSOIL Dealers



- Online/Catalog Sales
- Commercial Accounts
- Retail Accounts
- Preferred Customers
- Building a Sales Force

AMSOIL® The First in Synthetics®

Tools to build your AMSOIL business.

Making Money with AMSOIL

You earn money based on sales of AMSOIL products. The type of profits you earn vary according to the sales program you employ. All AMSOIL products have defined profit values, which can be found in the Dealer Profit List (G3501) or in the Profit Lookup in the Dealer Zone at my.amsoil.com.

Retail Profit – You purchase AMSOIL products at wholesale pricing, resell them to customers at Preferred Customer price or full price and keep the difference. We call this personal retail sales and the difference you earn is called retail profit. You also receive defined retail profits on catalog and online sales.

Commission Credits – Every AMSOIL product is assigned a point value, called commission credits. You earn commission credits on every AMSOIL product you or your customers purchase. Each month, we pay you according to our commission schedule based on the amount of commission credits you've earned.

Cash Commissions – The retail and commercial accounts you sign up provide a third way to make money. In addition to commission credits, each purchase they make earns you cash commissions that are added to your monthly commission check, boosting your income.

Your retail profits earned from referred sales at AMSOIL, commission credits and cash commissions build all month and we pay you commissions based on your total monthly earnings.

PROFITABLE PROGRAMS

There are six programs through which you can sell. Each is designed to be beneficial to customers and profitable for you.

Retail Sales

You have the option to keep an inventory to sell to customers in person. You purchase AMSOIL products at wholesale cost and sell them at suggested retail price. You keep the difference between the sale price and Dealer price, plus you earn commission credits every time you purchase products to replenish your inventory.

Online/Catalog Sales

You can also sell AMSOIL products online or by distributing catalogs. Customers who purchase through these venues and do not want a P.C. membership pay full price. You earn retail profits and commission credits based on their purchases.

Order taking, shipping and returns are all handled by AMSOIL INC., and all online sales of AMSOIL products are done at amsoil.com. To allow all Dealers, regardless of computer experience or equipment, to participate in online marketing and sales, AMSOIL has partnered with Empowerkit to offer a range of website packages. Visit the Dealer Zone for more information.

Commercial Account Sales

Commercial accounts can provide a steady source of income. Commercial accounts are businesses that have company-owned vehicles, equipment and machinery that use the high-quality lubricants and filters available from AMSOIL. These accounts do not sell AMSOIL products; they use them in their company vehicles, equipment and machinery. When you register a commercial account, you earn a cash commission and commission credits on every purchase your account makes.

Retail Account Sales

Selling AMSOIL products to retail accounts is another way to earn commissions. Retail accounts are businesses such as auto parts stores, power-equipment dealerships, quick lubes and automotive service centers. These stores stock AMSOIL products to sell to their customers or install AMSOIL products as part of a service, such as oil changes. You earn cash commissions and commission credits on all your retail accounts' purchases.

Preferred Customer Sales

Customers who buy a Preferred Customer membership enjoy paying wholesale prices for AMSOIL products and receive exclusive promotions. Preferred Customers buy AMSOIL products for personal use and will sometimes order for friends and family. You earn commission credits on each of their purchases. P.C.s can buy from your personal inventory, or they can buy direct from us by phone or online.

Build a Sales Team

You can help others start their own AMSOIL business. You help them learn about AMSOIL, guide them in building a solid business foundation and, in turn, build your sales team. You earn commission credits every time they purchase or make a sale.

** Does not apply for customers in Alaska, Hawaii or Canada.*

Example of One Month's Activity*

The example below details one month's sales and demonstrates the power of building a balanced business by pursuing sales through multiple AMSOIL programs. In this example, your commission would be 8 percent of 889.44. Your commission for the month would be $71.16. This is in addition to the $365.53 in retail profit you would earn from selling these products and the $124.34 in cash commissions from commercial account and retail account sales. Overall, you would make $561.03, and that doesn't count sales to your P.C.s or sales made by Dealers on your team. We'll talk about those on the next page.

COMMISSION SCHEDULE

COMM. CREDITS	YOUR COMM.
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	**2%**

* With sponsoring requirement

RETAIL SALES	UNITS	SOLD AT MSRP	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS							COMMISSION ▶
[1] AZO1G 0W-30	CA	$184.45	$136.60	$47.85	94.25							
[2] OTF1G Transmission Fluid	EA	$72.70	$55.90	$16.80	26.60							
[2] EAO15 Oil Filters	EA	$38.90	$29.50	$9.40	19.26							
[1] OEZ1G OW-20	CA	$102.40	$75.84	$26.56	39.25							
				$100.61 (A)	179.36	→	179.36	x	2%	=		**$3.59**
CATALOG SALES		**SOLD AT ONLINE/ CATALOG PRICING**										
[1] ATMQT 10W-30	CA	$147.10	$100.65	$35.25	69.45							
[1] OEMQT 5W-20	CA	$89.40	$58.08	$20.37	30.06							
[1] MCVQT 20W-50	CA	$159.90	$110.10	$38.55	75.97							
[1] FLSHCN Engine and Transmission Flush	EA	$11.60	$8.35	$2.70	5.63							
				$96.87 (B)	181.11	+	179.36	=	360.47	x	5%	= **$18.02**
ONLINE SALES		**SOLD AT ONLINE/ CATALOG PRICING**										
[4] ASMQT 0W-20	CA	$607.20	$417.00	$146.00	287.72							
[1] FGR1G Gear Lube	EA	$62.50	$45.45	$13.35	29.84							
[2] EAO23 Oil Filters	EA	$36.80	$27.30	$8.70	17.80							
				$168.05 (C)	335.36	+	360.47	=	695.83	x	8%	= **$55.67**
COMMERCIAL SALES	**UNTS**	**SOLD AT MSRP**	**WHOLESALE COST**	**CASH COMMISSIONS**	**COMMISSION CREDITS**							
[1] DEOQT 5W-40 Diesel Oil	CA	-.-	$95.55	$13.38	21.02							
[2] EAO80 Oil Filters	EA	-.-	$31.70	$4.76	6.98							
[1] GLCCR Synthetic Multi-Purpose Grease	CA	-.-	$56.32	$8.13	12.39							
[1] ATHQT Tractor/Hydraulic Transmission Oil	CA	-.-	$99.15	$13.88	21.81							
[1] ATPPK SABER® Professional 100:1 Pre-Mix Synthetic 2-Stroke Oil	CA	-.-	$50.71	$7.31	11.16							
[1] DRCCN Diesel Recovery	CA	-.-	$137.15	$19.45	30.17							
				$66.91 (D)	103.53	+	695.83	=	799.36	x	8%	= **$63.95**
RETAIL ACCOUNT SALES												
[1] XLMQT 5W-20	CA	-.-	$73.50	$10.30	16.17							
[2] XLFQT 5W-30	CA	-.-	$147.00	$20.60	32.34							
[1] XLTQT 10W-30	CA	-.-	$73.50	$10.30	16.17							
[1] APICN P.i.® Performance Improver	CA	-.-	$115.45	$16.23	25.40							
				$57.43 (E)	90.08	+	799.36	=	889.44	x	8%	= **$71.16**

Your Combined Retail Profit (A + B + C) $365.53
Your Cash Commissions (D + E) $124.34
Your Commission (8% of 889.44) $71.16

Your Total Profit $561.03

** Based on U.S. prices (subject to change). Prices shown do not include shipping (U.S. online/catalog customers receive free shipping on orders of $100 or more), sales tax or discounts. Examples of earnings are for illustration purposes only. See the AMSOIL Marketing Plan (G47B) for details and guidelines on earning commissions and bonuses. All commission values are published in the Dealer Zone at www.my.amsoil.com and in the Dealer Profit List (G3501).*

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Sponsoring New Dealers and Preferred Customers

Multiply your profits by building and managing your own sales group.

The Dealers and Preferred Customers you register form your personal group. The commission value of your group's purchases is added to yours, increasing the percentage of your commission and giving you a bigger commission check. Dealers earn commission checks based upon their commission credits and the commission schedule. Preferred Customers pay slightly more than Dealers for AMSOIL products and do not earn commission. All Preferred Customer purchases generate commission credits for the servicing Dealer.

EXAMPLE:

You registered three Preferred Customers and three Dealers. Each has purchased products worth 300 commission credits in the month. In addition, you have generated the same 889.44 commission credits as in the previous example:

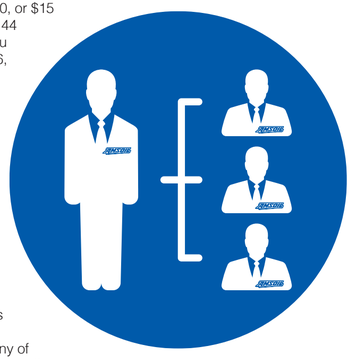
	COMMISSION CREDITS
Preferred Customer #1's Purchase	300.00
Preferred Customer #2's Purchase	300.00
Preferred Customer #3's Purchase	300.00
Dealer #1's Purchase	300.00
Dealer #2's Purchase	300.00
Dealer #3's Purchase	300.00
Your Personal, Catalog, Internet and Account Sales	889.44
Total for your group	**2689.44**

COMMISSION SCHEDULE

COMMISSION CREDITS	YOUR COMMISSION
5000	25%*
4000	24%*
3000	23%
2500	**20%**
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

* With sponsoring requirement

For this example, compensation from AMSOIL would total $537.89 (20% of 2689.44). The total paid to your Dealers would be $45 (5% of 300, or $15 to each Dealer), and the rest is yours to keep. For the same 889.44 personal commission credits shown in the previous example, you receive a $492.89 ($537.89 – $45) commission instead of $71.16, just by registering new Dealers and Preferred Customers who generate commission credits. When you combine your retail profits ($365.53) and cash commissions ($124.34) with your group commission ($537.89), your total profits now equal **$1027.76** instead of $561.03.



Earn performance commission bonuses by building and maintaining your sales group and by helping your Dealers build, too.

When your group's purchases maintain a monthly level of 3000 commission credits, you attain the level of Direct Jobber. Direct Jobbers are eligible to earn performance commissions, car bonuses and more.

As your Dealers' businesses grow to the 3000 commission level and they sponsor their own groups, they become Direct Jobbers as well. Instead of adding their purchases to yours, you earn a Direct Jobber performance commission. Depending on how many of your Dealers become Direct Jobbers, you can earn 5 to 9 percent on the total purchases of all these groups. See the AMSOIL Marketing Plan (G47B) for complete details about requirements to earn extra commissions from your group and to earn Direct Jobber performance commissions.