

## 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 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 businesses 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 receive reduced pricing, special offers and shipping promotions. They also get free gear, earn points on all purchases redeemable on future orders and receive bonus points for referring friends and family.

### 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. You'll also discover new ways to interact with people that can work to solidify your role as a lubrication expert.



## 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** T1 Certification
- **Advanced** T2, T3 and T4 training

T1 Certification is a free AMSOIL certification course that opens the door to many benefits that Dealers can use to help build their businesses. T1-Certified Dealers are eligible for co-op programs, including the Trade Show Co-op Program, Race Co-op Program, Vehicle Graphics Program, Oil Analysis Co-op Program and the Dealer Meeting Co-op Program. T1 Certification is also the first step toward receiving leads directly from AMSOIL and having your business listed on the AMSOIL Locator.

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

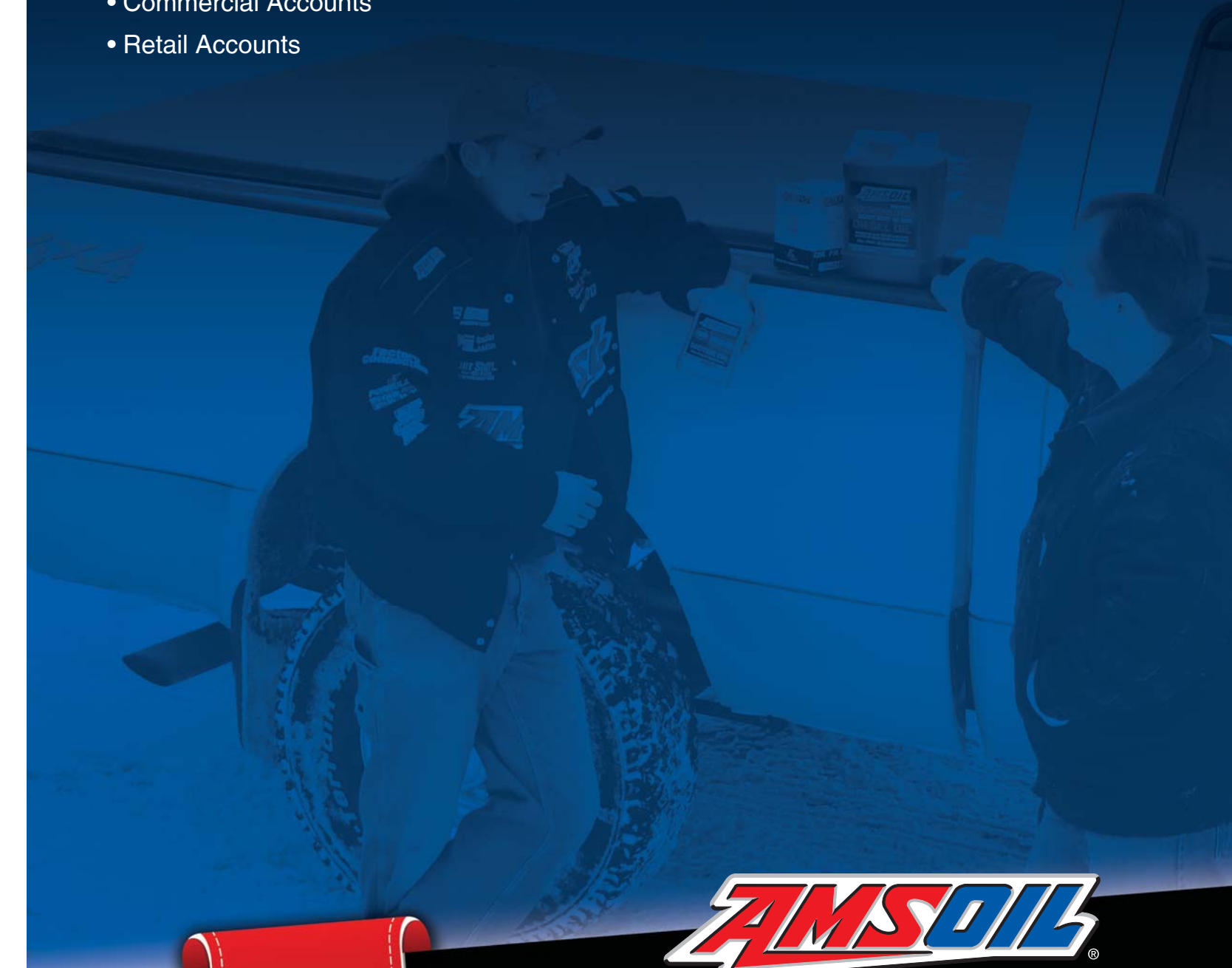


Contact your local full-service AMSOIL Dealer for more information on AMSOIL products or to place an order. You may also order direct by calling AMSOIL INC. at 1-800-956-5695 and providing the referral number listed here. ▼

Referral # \_\_\_\_\_

## Income Opportunities for AMSOIL Dealers

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



Tools to build your AMSOIL business.

## Six Ways to Make Money with AMSOIL

### 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 PC Sales, which translate to higher commission earnings.

### Online/Catalog Sales

You can also sell AMSOIL products through online/catalog sales. These customers purchase products at online/catalog pricing through electronic and print catalogs (G100, G300 Can.) you distribute or through the AMSOIL Online Store and receive free shipping on orders of \$100 or more.\* Online/catalog pricing is higher than suggested retail to accommodate free shipping.

Catalog/online sales earn you retail profits and commission credits. Your retail profits are the difference between wholesale cost and suggested retail.

Order taking, shipping and returns are all handled by AMSOIL INC. 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.

### Build a Sales Team

When you sponsor new Dealers, you help others learn about AMSOIL, help them build their own business and reach their goals. You're also building a sales team and growing your business – the commission value of your group's sales is added to your monthly commissions.

### Retail Account Sales

Selling AMSOIL products to retail accounts is another way to earn commissions. Retail accounts are retail outlets 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.

Like commercial accounts, you earn cash and commission credits on all your retail accounts' purchases.

### Commercial Account Sales

Commercial accounts can provide a steady source of income for an AMSOIL Dealer. 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 on every purchase your account makes. Each account purchase also earns you commission credits that are added to your commission credit totals and applied to the commission schedule.

### Retail Sales

As an AMSOIL Dealer, you purchase AMSOIL products at wholesale cost and sell them at the suggested retail price. Your income starts building immediately with retail profits. You'll also earn extra profits with AMSOIL commissions. Every AMSOIL product you purchase has a commission value, known as commission credits. At the end of each month, your total accumulated commission credits are calculated and AMSOIL sends you a check based on the AMSOIL Commission Schedule. Commission credit values are available from the Profit Interface in the Dealer Zone at myaccount.amsoil.com and in the Dealer Profit List (G3501).

### Example of One Month's Activity\*

The example below details one month's purchases and demonstrates the power of building a balanced business by pursuing sales through multiple AMSOIL tools and programs. In this example, your commission would be 11 percent of 1085.15. Your commission for the month would be \$119.37. This is in addition to the \$446.21 in retail profit you would earn from selling these products and the \$126.52 in cash commissions from commercial account and retail account sales. Overall, you would make \$692.10 total for this month. As your business grows and you sell more products each month, your commission grows larger as well.

RETAIL SALES						UNITS	SOLD AT MSRP	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS
[1]	AZO1G 0W-30	CA	\$179.05	\$132.60	\$46.45	91.49				
[2]	OTF1G Transmission fluid	EA	\$70.00	\$53.80	\$16.20	24.38				
[2]	EAO15 Oil Filters	EA	\$37.50	\$28.50	\$9.00	18.60				
[1]	BMK23 Dual Remote Oil Filtration Kit	EA	\$312.65	\$240.50	\$72.15	168.35				
									<b>\$143.80 (A)</b>	302.82
CATALOG/RETAIL SALES						UNITS	SOLD AT ONLINE/CATALOG PRICING	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS
[1]	ATMQT 10W-30	CA	\$143.05	\$97.65	\$34.20	67.38				
[1]	ANT1G Antifreeze	CA	\$160.20	\$105.20	\$37.35	63.12				
[1]	GWRCR Synthetic Water-Resistant Grease	CA	\$84.80	\$58.19	\$22.11	41.31				
[1]	FLSHCN Engine and Transmission Flush	EA	\$11.00	\$7.85	\$2.60	5.31				
									<b>\$96.26 (B)</b>	177.12
INTERNET/RETAIL SALES						UNITS	SOLD AT ONLINE/CATALOG PRICING	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS
[4]	ASMQT 0W-20	CA	\$591.00	\$405.00	\$141.80	279.44				
[1]	FGR1G Gear Lube	CA	\$232.00	\$161.00	\$56.35	111.09				
[2]	EAO23 Oil Filters	EA	\$34.10	\$25.30	\$8.00	16.50				
									<b>\$206.15 (C)</b>	407.03
COMMERCIAL SALES						UNITS	SOLD AT MSRP	WHOLESALE COST	CASH COMMISSIONS	COMMISSION CREDITS
[1]	DEOQT 5W-40 Diesel Oil	CA	--	\$92.85	\$13.00	20.43				
[2]	EAO80 Oil Filters	EA	--	\$37.70	\$5.66	8.30				
[1]	GLCCR Synthetic Multi-Purpose Grease	CA	--	\$54.57	\$7.64	12.00				
[1]	ATHQT Tractor/Hydraulic Transmission Oil	CA	--	\$96.30	\$13.48	21.19				
[1]	DFCCN Diesel Injector Clean + Cold Flow Flow Improver	CA	--	\$88.20	\$12.35	19.40				
[1]	DRCCN Diesel Recovery	CA	--	\$132.50	\$18.55	29.15				
									<b>\$70.68 (D)</b>	110.47
RETAIL ACCOUNT SALES						UNITS	SOLD AT MSRP	WHOLESALE COST	CASH COMMISSIONS	COMMISSION CREDITS
[1]	XLMQT 5W-20	CA	--	\$71.70	\$10.04	15.77				
[2]	XLFQT 5W-30	CA	--	\$143.40	\$20.08	31.54				
[1]	XLTQT 10W-30	CA	--	\$71.70	\$10.04	15.77				
[1]	APICN P.i.® Performance Improver	CA	--	\$111.97	\$15.68	24.63				
									<b>\$55.84 (E)</b>	87.71
Your Combined Retail Profit (A + B + C) . . . . .										\$446.21
Your Cash Commissions (D + E) . . . . .										\$126.52
Your Commission (11% of 1155.81) . . . . .										\$119.37
<b>Your Total Profit . . . . .</b>										<b>\$692.10</b>

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  
COMMISSION

## 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. The primary difference between Dealers and Preferred Customers is the right to earn commissions. Dealers earn commission checks based upon their commission credits and the commission schedule. Preferred Customers purchase AMSOIL products at the same wholesale price as Dealers, but do not earn commission. All Preferred Customer purchases generate commission credits for the sponsoring Dealer.

### EXAMPLE:

You sponsored three Preferred Customers and three Dealers. Each has purchased products worth 300 commission credits in the month. In addition, you have generated the same 1085.15 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 . . . . .	1085.15
<b>Total for your group . . . . .</b>	<b>2885.15</b>

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

\*With sponsoring requirement

For this example, compensation from AMSOIL would total \$577.03 (20% of 2885.15). 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 1085.15 personal commission credits shown in the previous example, you receive a **\$532.03** (\$577.03 – \$45) commission instead of \$119.37, just by registering new Dealers and Preferred Customers who generate commission credits. When you combine your retail profits (\$446.21) and cash commissions (\$126.52) with your group commission (\$532.03), your total profits now equal **\$1104.76** instead of \$692.10.

### 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.



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

\* 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.amsoil.com and in the Dealer Profit List (G3501).