

Tips for Growing Your Dealership

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

Expand your Sales Force

Many people you encounter regularly would make great potential new Dealers. 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 products 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.



Add Commercial Businesses

Commercial accounts include businesses that 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.

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, free shipping and more. P.C.s pay a small annual fee. You earn commission credits on each of their purchases.

Dealer Basic Training

Dealer Basic Training provides the knowledge you need to effectively sell AMSOIL products. Completing the Customer Basic Training course is the first step toward accessing all the support benefits AMSOIL provides, like being eligible to participate in AMSOIL co-op programs, receiving assigned customers directly from AMSOIL and having your Dealership listed on the AMSOIL Locator.

- **Gain** insight into AMSOIL products and programs
- **Build** your sales skills
- **Increase** professionalism
- **Complete** anytime, anywhere on your device

Intuitive and Easy to Use

Training is divided into four modules:

- **Customer Basic Training (Prerequisite)**
- **Sponsor Basic Training**
- **Retail Basic Training**
- **Commercial Basic Training**

Log in to the Dealer Zone (my.AMSOIL.com) now to get started.



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 # **30625732**



AUTHORIZED DEALER # 30625732



- Servicing Dealer -

BRANDON WHEELER

EMAIL: INFO@OILPROTECH.COM

WEB: WWW.OILPROTECH.COM

SIGN UP

Income Opportunities for AMSOIL Dealers



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



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 for sales to online/catalog customers.

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. Many 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 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. When you register a commercial account, you earn a cash commission and commission credits on every purchase your account makes.



Retail Account Sales

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 reduced 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 Dealership. You help them learn about AMSOIL, guide them in building a solid foundation and, in turn, build your sales team. You earn commission credits every time they purchase or make a sale.

Example

The example below details one month's sales by an established Dealer and demonstrates the power of building a balanced Dealership by pursuing sales through multiple AMSOIL programs. In this example, the Dealer's commission would be 11 percent of 1,010.08, which is \$111.11. This is in addition to the \$473.66 in retail profit earned from selling these products and the \$144.92 in cash commissions from commercial account and retail account sales. Overall, this Dealer would make \$729.69, and that doesn't count sales to P.C.s or sales made by Dealers on his/her team. We'll talk about those on the next page.

RETAIL SALES	UNITS	SOLD AT MSRP	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS
[1] AZO1G OW-30	CA	\$238.70	\$176.78	\$61.92	83.66
[2] OTF1G Transmission Fluid	EA	\$90.78	\$70.00	\$20.78	29.94
[2] EAO15 Oil Filters	EA	\$47.90	\$36.36	\$11.54	21.18
[1] OEZ1G OW-20	CA	\$142.15	\$105.27	\$36.88	49.12
					\$131.12 (A)
					183.90
					183.90 x 2% = \$3.68
CATALOG SALES		SOLD AT ONLINE/CATALOG PRICING			
[1] ATMQT 10W-30	CA	\$192.55	\$134.38	\$47.07	83.66
[1] OEMQT 5W-20	CA	\$118.95	\$80.00	\$28.00	37.39
[1] MCVQT 20W-50	CA	\$198.30	\$138.62	\$48.53	86.25
[1] FLSHCN Engine and Transmission Flush	EA	\$14.69	\$10.65	\$3.44	6.41
					\$127.04 (B)
					213.71
					+ 183.90 = 397.61
					x 5% = \$19.88
ONLINE SALES		SOLD AT ONLINE/CATALOG PRICING			
[4] ASMQT 0W-20	CA	\$770.20	\$537.52	\$188.28	334.64
[1] FGR1G Gear Lube	EA	\$76.19	\$56.05	\$16.44	33.36
[2] EAO23 Oil Filters	EA	\$45.70	\$34.02	\$10.78	19.80
					\$215.50 (C)
					387.80
					+ 397.61 = 785.41
					x 8% = \$62.83
COMMERCIAL SALES	UNTS	SOLD AT MSRP	WHOLESALE COST	CASH COMMISSIONS	COMMISSION CREDITS
[1] DEOQT 5W-40 Diesel Oil	CA	--	\$122.79	\$15.53	24.30
[2] EAO80 Oil Filters	EA	--	\$38.96	\$5.22	7.66
[1] GLCCR Grease	CA	--	\$79.62	\$10.17	15.29
[1] ATHQT Tractor/Hydraulic Transmission Oil	CA	--	\$122.75	\$15.50	24.36
[1] ATPPK 2-Stroke Oil	CA	--	\$56.80	\$7.86	11.92
[1] DRCQT Diesel Recovery	CA	--	\$133.50	\$18.89	29.37
					\$73.17 (D)
					112.90
					+ 785.41 = 898.31
					x 8% = \$71.86
RETAIL ACCOUNT SALES					
[1] XLMQT 5W-20	CA	--	\$106.37	\$13.50	20.97
[2] XLFQT 5W-30	CA	--	\$212.74	\$27.00	41.94
[1] XLTQT 10W-30	CA	--	\$106.37	\$13.50	20.97
[1] APICN P.i.®	CA	--	\$140.01	\$17.75	27.89
					\$71.75 (E)
					111.77
					+ 898.31 = 1,010.08
					x 11% = \$111.11
Combined Retail Profit (A + B + C)				\$473.66	
Cash Commissions (D + E)				\$144.92	
Commission (11% of 1,010.08)				\$111.11	
Total Commission				\$729.69	

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

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.

EXAMPLE:

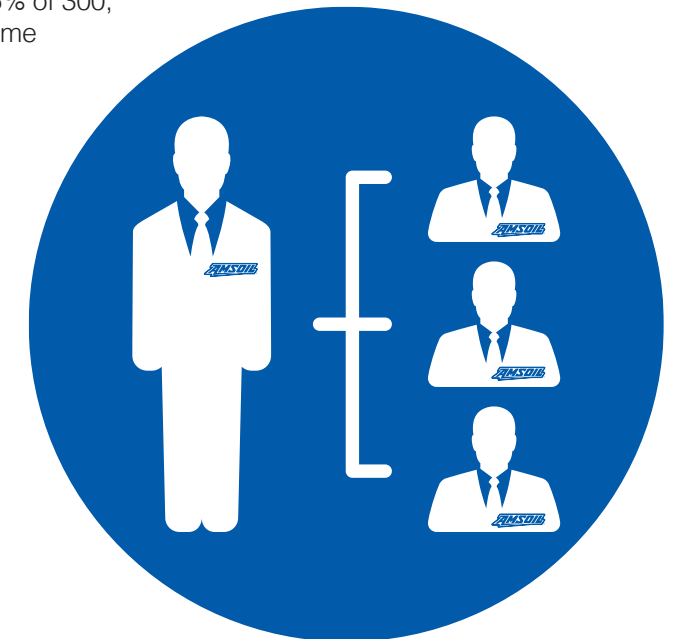
This Dealer registered three Preferred Customers and three Dealers. Each has purchased products worth 300 commission credits in the month. In addition, he/she generated the same 1,010.08 commission credits as in the previous example:

	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
Dealer's Personal Purchases and Sales	1,010.08
Group Total	2,810.08

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 \$562.02 (20% of 2,810.08). The total paid to sponsored Dealers would be \$45 (5% of 300, or \$15 to each Dealer), and the rest is yours to keep. For the same 1,010.08 personal commission credits shown in the previous example, this Dealer received a \$517.02. (\$562.02 - \$45) commission instead of \$111.11, just by registering new Dealers and Preferred Customers who generate commission credits. When combining retail profits (\$473.66) and cash commissions (\$144.92) with group commission (\$517.02), this Dealer's total commission now equals **\$1,135.60** instead of \$729.69.



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

* Based on U.S. prices (subject to change). Prices shown do not include shipping, sales tax or discounts. Examples of earnings are for illustration purposes only. See the Independent AMSOIL Dealer Policies and Procedures (G4000) 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).