



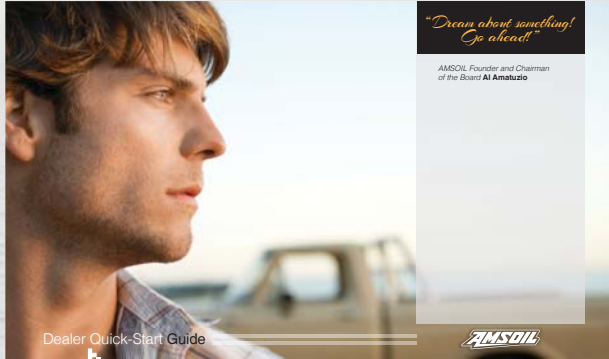
*“Dream about something!
Go ahead!”*

AMSOIL Founder **Al Amatzio**

Dealer Quick-Start Guide



The online **AMSOIL Dealer Zone** contains everything needed to run your business. Log in now at **myaccount.amsoil.com** and click the Dealer Quick-Start Guide icon to access the resources referenced in this guide.



Questions? Call 715-392-7101 and ask to speak to a member of the AMSOIL Sales Department. **Dealer Zone:** myaccount.amsoil.com



Congratulations! Your AMSOIL business offers nearly unlimited opportunities, even if you work it part time.

- Earn extra money
 - Grow at your own pace
 - Flexible schedule
 - Pay off debt
- Build a vacation fund
 - Make a monthly car, boat, ATV or other payment
 - Build your child's college fund

We know you're not satisfied just starting your business – you want to begin making money. You're not content to simply dream – you want to realize those dreams. Jumping into a new business and really going for it can be a little overwhelming.

We're here to help. Plus, thousands of AMSOIL Dealers across North America started just like you. Through hard work and persistence, they now enjoy growing businesses and the freedom of being their own boss. We're confident that you can join in their success.

This guide provides the basic information needed to start your business. All the resources referenced here are available in the AMSOIL Dealer Zone. Log in to your account and click the Dealer Quick-Start Guide icon for details.

If you have questions or need guidance, contact the person who presented this business opportunity to you or a member of the AMSOIL Sales Department at the number on the facing page. Remember, we're only a phone call away.

Freedom and Flexibility

A man wearing a blue and grey motorcycle jacket, blue jeans, and knee pads stands with his back to the camera, holding a black helmet. He is standing on a rocky, gravelly path next to a dirt bike. The bike is partially visible on the left side of the frame, showing its rear wheel, chain, and a blue and white checkered fairing. The background is a vast, open landscape under a clear blue sky, with distant hills and a body of water visible on the horizon.

Potential markets

- Auto enthusiasts
- Turbodiesel pickup enthusiasts
- Motorcyclists
- Anglers and hunters
- Farmers and ranchers
- Auto parts stores
- Auto service garages
- Delivery fleets
- Lawn and landscape professionals
- Car clubs
- Engine builders
- Friends and family
- Co-workers
- Quick lubes

The best part of an AMSOIL Dealership is the freedom to sell into the markets that interest you and the flexibility to do it on your own schedule.

Do you want to spend an hour or two a week talking directly to friends and family about how AMSOIL products can help them? You can do that.

Maybe you've always loved motorcycles and you want to focus on riders and other powersports enthusiasts. You can do that.

Are you a diehard gearhead who loves classic cars and hot rods? Then spend your time attending car shows where you can approach like-minded people.

Or maybe you want to focus on servicing retail or commercial businesses, like auto service garages, landscape contractors or delivery fleets. That's an option, too.

Your Dealership offers nearly unlimited freedom and flexibility.

Now what?
Where do I start?
What do I do?



First things first. Take these simple steps to get started.

Log into the Dealer Zone at myaccount.amsoil.com

- Watch the Welcome Video
- Verify your contact information
- Download your personalized electronic copy of the AMSOIL Retail Catalog (G100, G300 Can.). Email it to friends, family, co-workers and others you know
- Click the Mobile Apps icon to access the Auto/Light-Truck Lookup and Product Pricing Lookup apps. Use them to find which AMSOIL products your customers require for their vehicles and to provide them pricing

Now it's time to think about creating an email address, business cards, website and other channels to reach potential customers. Early on, you can use your personal email, Twitter account or Facebook page to share information about your new business. As you develop the following resources and reach out to people and businesses you don't personally know, consider creating a business name. It projects professionalism and builds trust.

Create a business email address

- Include your name and the name of your business (e.g. johndoe@midwestsynthetics.com)
- If you have yet to create a business name, use a professional alternative. Avoid cute, slang, religious, political or other inappropriate names. Proper examples include amsoil.jdoe@gmail.com and johndoesynthetics@yahoo.com

DRESS FOR SUCCESS

Project success by dressing in AMSOIL gear. Wearing AMSOIL clothing also helps draw attention and earn you new customers. For our full clothing line, check out the Casual Apparel & Promotional Items catalog (G1650).



(Other styles and colors available)

Now what? **Where** do I start? **What** do I do? _____

Order business cards

- Purchase customizable business cards through the **AMSOIL Print Center** in the **Dealer Zone**



Purchase a website

- For a monthly fee, we offer a range of websites, from simple digital business cards to advanced sites designed to maximize your visibility. Watch the video in the Dealer Zone for details



How you Make Money

The AMSOIL Marketing Plan is designed to help you get ahead. What you do with the money you earn is up to you.



You've started your Dealership and now you want to begin making money. Here's how we pay you.



Retail Profit – You purchase AMSOIL products at wholesale pricing, resell them at retail pricing and keep the difference. We call this *personal retail sales* and the difference you earn is called *retail profit*. You also receive retail profit on catalog and Internet 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 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.



Bonuses – We also provide additional ways to earn money through bonuses based on specific activities and growth. Bonuses are designed to reward you for achieving milestones or completing activities, meaning they vary in frequency and payment.

FOR MORE INFORMATION:

For a detailed explanation and examples of how we pay you, see the **Income Opportunities for Dealers Brochure (G85)**.

See the **Profit List (G3501)** for commission credits and cash commissions of all AMSOIL products.

The **Marketing Plan – Compensation (G47B)** provides full details on our marketing plan.

Building Your Business (G3331) explains how you earn bonuses.

For questions about commissions or the AMSOIL Marketing Plan, call 715-399-6554.

Customer Programs

A man with grey hair and a beard, wearing a light blue shirt and dark tie, is looking down at a tablet. A woman with long dark hair, wearing a dark blue sleeveless top, is standing next to him, also looking at the tablet. They are in an office environment with blurred figures in the background.

DEALER TIP: To ensure the AMSOIL business opportunity remains a source of limitless potential for all, it's important that you don't accidentally interfere with another Dealer's customers. For pointers on avoiding this scenario, check out the Initial Contact Policies & Guidelines (G2194).

Now it's time to find your first customer. He or she will fall into one of the following AMSOIL programs. Steering your customers toward the program that benefits them the most is one of your most important tasks. It ensures their needs are met and cultivates loyalty.



PREFERRED CUSTOMER (P.C.)

P.C.s provide the foundation of many strong AMSOIL businesses. A P.C. membership is perfect for customers who simply want to pay wholesale prices for AMSOIL products. They also receive other great perks, like flat-rate shipping, occasional free AMSOIL gear and periodic product-specific promotions. P.C.s pay a small annual fee. You earn commission credits on each of their purchases.



ONLINE/CATALOG

Customers not interested in a P.C. membership or who want to shop for AMSOIL products online or via the Retail Catalog (G100, G300 Can.) are candidates for the Online/Catalog Program. They receive free shipping on orders over \$100 anywhere in the contiguous U.S. When they order using your catalog and referral number, they automatically become your customer. You earn commission credits and retail profit on each sale.



DEALERSHIP

Some of your customers, particularly your P.C.s, may be interested in making extra money through their own AMSOIL Dealership. They must register as an AMSOIL Dealer like you did and pay an annual fee. You earn commission credits every time they purchase or make a sale.



RETAIL PROGRAM

This program is for retail businesses that resell AMSOIL products. Reselling means either offering products on a store shelf (auto parts stores, hardware stores), or as part of a service like an oil change or transmission flush (auto service garages, quick lubes). Registering as a retail account is free of charge and offers several benefits, such as free shipping on orders over \$300 (\$400 Can.) and a free merchandising kit. You earn commission credits and account cash commissions each time your retail accounts place an order.



COMMERCIAL PROGRAM

This program is for businesses that use AMSOIL products in their company vehicles and equipment (delivery fleets, lawn & landscape professionals), but do not resell them. There is no cost to register as a commercial account, and perks include purchase and freight discounts. You earn commission credits and account cash commissions each time your commercial accounts place an order.



PERSONAL RETAIL SALES

While not a defined program, this method of connecting customers with our products allows you to sell products to family, friends and co-workers who don't want to become Preferred Customers. You buy the products, then choose to whom you want to sell them and the price you charge. You earn commission credits and retail profit on each sale.

DEALER TIP: To help you earn back former customers, we offer them incentives to keep buying AMSOIL products. See the AMSOIL Save 10 Flyer (G3212) for details.



DEALER TIP: You can register your P.C.s, retail accounts and commercial accounts electronically in the Dealer Zone.

How to use AMSOIL Programs

Dealers can use AMSOIL programs in a variety of ways to make money. Some of the most common and successful are listed here. While a combination of these methods of selling are best, start where you're comfortable, build momentum and slowly expand.

Whichever you choose, make prospecting for new customers central to your strategy. Don't assume customers will naturally find you – spend time each week showing people how you and the products you sell can benefit them.

FRIENDS, FAMILY OR CO-WORKERS

Selling to people who know and trust you is a great way to start your business. You can do it through the P.C. Program, Online/Catalog Program or personal retail sales.

EVENTS AND TRADE SHOWS

Setting up a booth at a car show, fair or other event presents a great opportunity to use all the AMSOIL programs, depending on the event type. You can sell products directly to attendees through the Online/Catalog Program or personal retail sales, advertise the P.C. and Dealer Programs or sign up businesses through the Retail or Commercial Programs.

INTERNET

Purchasing an AMSOIL website or carving out a niche on social media are effective ways to gain customers through all of the AMSOIL programs; however, the majority will fall into the Online/Catalog or P.C. Programs. Make sure your website and social media sites are updated regularly with fresh content and that you're available immediately to answer questions or provide information when people ask.

PROFESSIONAL REPRESENTATIVE

Retail and commercial businesses can purchase more product in a single order than P.C.s or Online/Catalog customers do in a whole year. Once they sign up, some retail and commercial accounts may require a higher level of service than other customers. If you don't meet their needs, they'll turn to someone who will. But the tremendous potential sales volume rewards hardworking, professional Dealers.

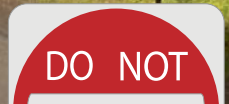
HOME WAREHOUSE

This method of selling means you stock AMSOIL products and sell them to your customers, friends, family and other interested people. You sell through your inventory versus ordering from AMSOIL. For customers not already registered in a program, you can sell to them through personal retail sales or talk to them about the benefits of the various AMSOIL programs to determine which best suits them.



DEALER TIP: AMSOIL University Online offers free sales training to help you maximize your success. Enroll by clicking the AU Online link in the Dealer Zone.

Rules of the Road



One of the best things about the AMSOIL opportunity is the freedom and flexibility it allows to run your business the way you want. The few policies in place are intended to ensure fairness for all Dealers and maintain a distinction between your business and AMSOIL INC. to avoid legal complications.

- No posting AMSOIL product pricing online (such as eBay, Amazon, craigslist, forums, etc.).
- “AMSOIL” may not be used in your business name, website URL, Facebook profile, etc.
- Always identify yourself as an independent AMSOIL Dealer to avoid confusing your business with AMSOIL INC.
- Your Dealership provides an opportunity to build a business selling AMSOIL products to new customers. Respect the work of your fellow Dealers by not interfering with their active customers or accounts.

FOR MORE INFORMATION:

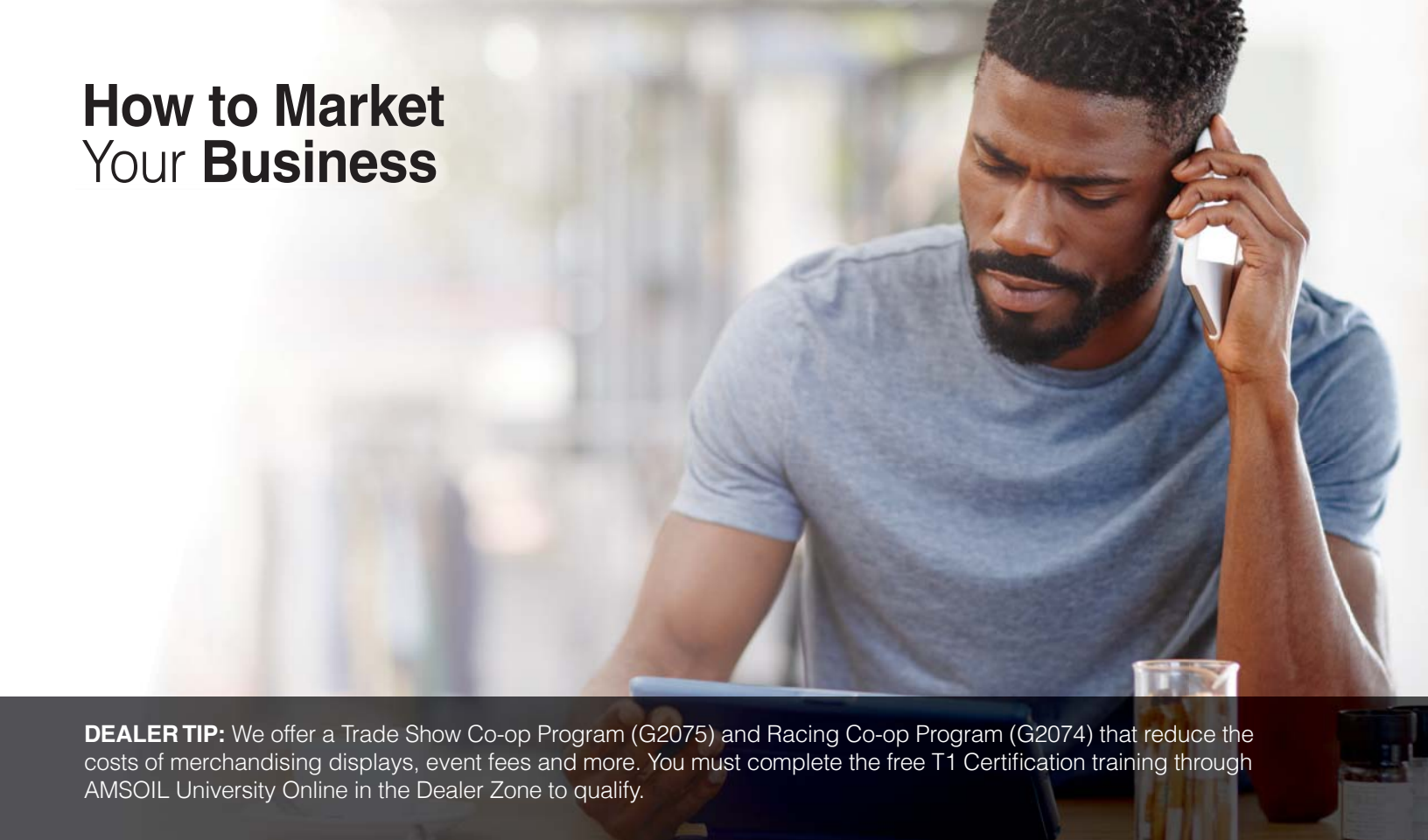
For all AMSOIL policies, see the Marketing Plan – Policies (G47A) and the Commercial and Retail Marketing Procedures (G1097).

Initial Contact Guidelines for Registering Dealers, Preferred Customers and accounts (G2194).

Questions? Call 715-392-7101 and ask to speak to a member of the AMSOIL Sales Department.

Dealer Zone: myaccount.amsoil.com

How to Market Your Business

A man with a beard and short dark hair, wearing a light blue t-shirt, is sitting at a table. He is holding a white smartphone to his ear with his left hand and looking down at a tablet computer in front of him with his right hand. The background is a blurred indoor setting, possibly a cafe or office. A glass of iced coffee is visible on the table to his right.

DEALER TIP: We offer a Trade Show Co-op Program (G2075) and Racing Co-op Program (G2074) that reduce the costs of merchandising displays, event fees and more. You must complete the free T1 Certification training through AMSOIL University Online in the Dealer Zone to qualify.

Your AMSOIL business can only succeed when people know about it. What's for sale? Where is it located? What are the hours of operation? These promotional items help advertise your business and grow sales.



AMSOIL Print Center

Through the AMSOIL Print Center linked to the main page of the Dealer Zone, you can order customizable business cards, catalog labels, fridge magnets, ads, yard signs and more. The Print Center offers professional customizable promotional materials at affordable prices.

Catalogs and Handouts

AMSOIL offers a full line of catalogs, handouts, product data bulletins and more. For details, consult the Dealer Zone (Business Tools>Literature).

AMSOIL Clothing

Wearing clothing featuring the AMSOIL logo draws attention to yourself and adds professionalism.



AMSOIL Locator

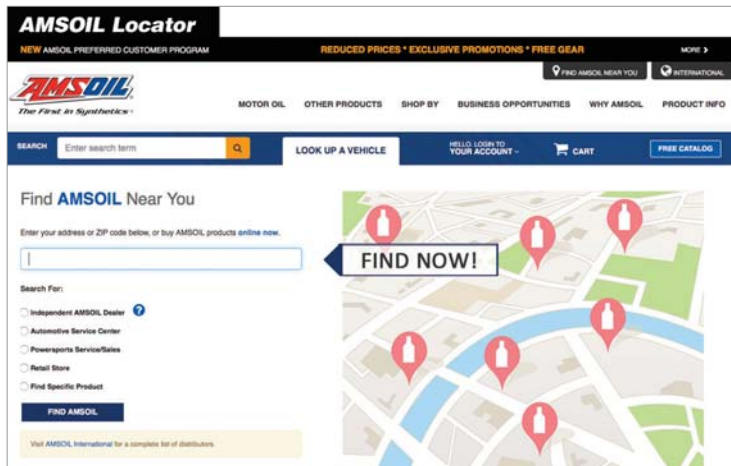
Tens of thousands of people visit **www.amsoil.com** every day, many looking for AMSOIL Dealers or retail businesses that sell AMSOIL products or install them as part of a service. The AMSOIL Locator is one of the easiest and most effective ways to draw attention to your business. Inclusion on the Locator is subject to eligibility requirements.

Digital Assets

The AMSOIL logo, product images and web banners are available as free downloads in the Dealer Zone (Business Tools>Digital Assets). Use them on your website, in ads or to advertise on Internet forums and other mediums.

Website

A website is a proven way to advertise your business. We offer template-based websites for purchase in the Dealer Zone. Having fresh content about you and your business is key to maximizing your online success. Current and future purchases from customers who buy from the AMSOIL website after arriving from a link on your website are credited to you.



Social Media



Facebook, Twitter, Instagram and other social media sites are effective, inexpensive ways to spread the word about your AMSOIL business and connect with people.

Local Advertising

Placing an ad in the local paper, advertising on local radio and applying AMSOIL vehicle graphics to your car or truck are a few ways to raise awareness of your business. Visit the AMSOIL Print Center, linked to the Dealer Zone homepage, to purchase customizable, professional print ads.

Attend Events & Trade Shows

Setting up a booth at a car show, fair, swap meet or other local or regional event exposes you to potentially thousands of people for a reasonable price. Bear in mind that at some events, selling product is prohibited, so having catalogs on hand and signing up new customers is your primary focus.

Sponsor Local Events

Sponsoring a local car show, car club or racer is a great way to get your name out there. Supplying free product to racers in exchange for advertising on their vehicle is often a win-win for both of you. Our Racing Co-op Program (G2074) is available to support your efforts.



DEALER TIP: The AMSOIL Vehicle Graphics Program (G3064) is a great way to draw attention to your business. Find out more in the Dealer Zone.

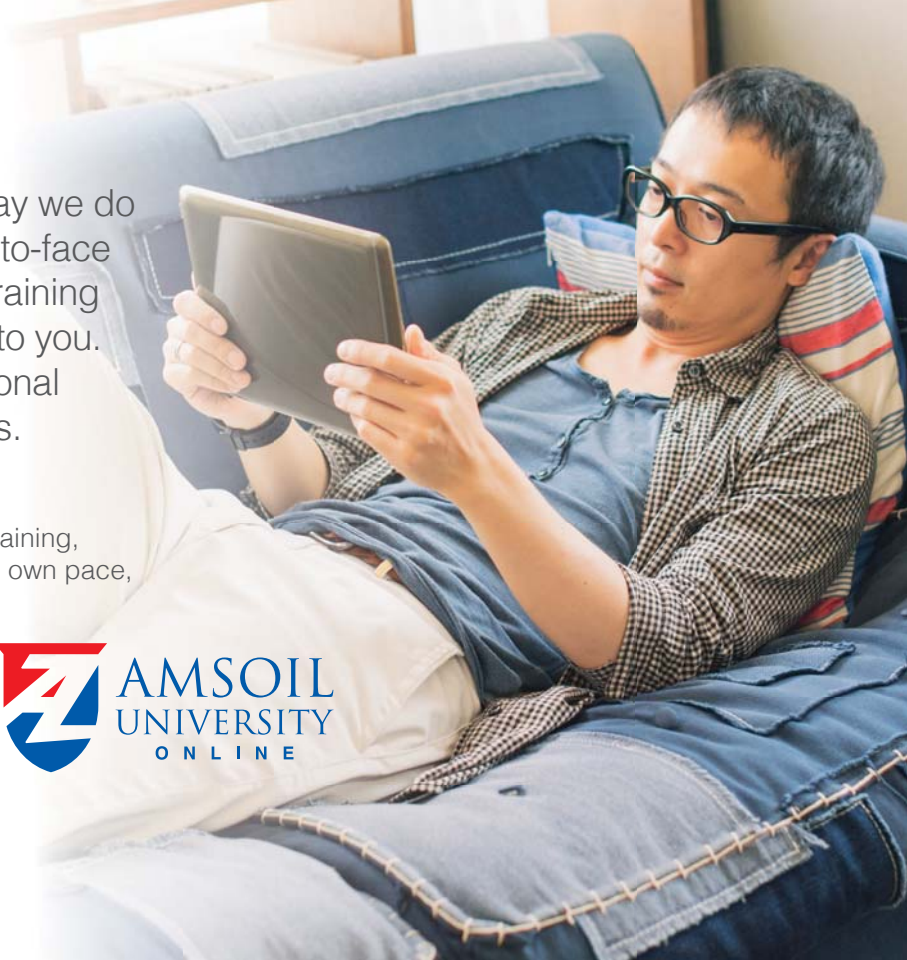
Free Dealer Training

Like we said, we're here to help. One way we do that is through online and periodic face-to-face training. Set aside time every week for training using the resources we make available to you. Commit to your development, be intentional about your growth and set realistic goals.

AMSOIL University Online

Immerse yourself in sales, technical and marketing training, business-building strategies and more. Learn at your own pace, on your own schedule. Enroll in the Dealer Zone.

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



AMSOIL Knowledgebase

The Knowledgebase, located in the Dealer Zone, provides a user-friendly and efficient way to access and search for information. It offers answers to frequently asked questions, detailed procedures, tutorials, user's manuals, articles and other helpful information.

Home Study Guides

Home Study Guides provide a convenient way of learning the fundamentals of lubrication, filtration and other important areas within the industry.

Dealer Sales Briefs

Dealer Sales Briefs identify target markets and prospects for specific products and provide guidelines for increasing sales. They are excellent resources for gaining valuable product and market knowledge with a minimal time investment.

Corporate Training Events

We periodically conduct educational meetings, training sessions and other events around North America open to Dealers of all levels. Watch the Dealer Zone for announcements and to register when the next round of training comes to your area. (Travel, lodging and food costs may apply.)

A man with dark hair, wearing a white button-down shirt and a black headset with a microphone, is shown in profile, looking down at a desk. In the background, a computer monitor displays a webpage, and a keyboard is visible on the desk. The scene is brightly lit, likely from a window on the right.

Technical Knowledge

DEALER TIP: Our staff of technical experts is available via phone (715-399-TECH) or email (tech@amsoil.com) to help answer any technical questions you may have.

You don't need to be a technical expert to sell AMSOIL products. Tell prospects about the benefits AMSOIL products have provided you or your customers. Offer simple technical explanations if needed. Use the technical resources we make available or direct them to contact AMSOIL Tech Services with detailed questions.

Data Bulletins

Every AMSOIL product has a data bulletin that describes its features and benefits, technical properties, recommended applications and more.

AMSOIL Product Guides

The product guides on **www.amsoil.com** are the easiest and fastest way to determine which AMSOIL products are recommended for your customers' vehicles. In many cases they include fluid capacities, too.

Technical Services

The AMSOIL Technical Services Department remains on the forefront of the latest industry developments to analyze equipment needs, identify technical issues and provide accurate product recommendations for virtually any application.

FOR MORE INFORMATION:

**AMSOIL Product Change
Interval Guide (G1490).**



**Warranties and AMSOIL
(G2488).**

**Finding AMSOIL Product
Recommendations
(G2988).**

Questions? Call 715-392-7101 and ask to speak to a member of the AMSOIL Sales Department.

Dealer Zone: myaccount.amsoil.com

A man with dark hair, wearing a red polo shirt with the AMSOIL logo, is smiling and talking on a headset. He is holding a pen near his ear. The background is a blurred office environment with a computer monitor visible.

Resources to Grow Your Business

DEALER TIP: Find the AMSOIL Corporate Department Contact List (G2597) in the Dealer Zone under the Services menu. Use it to contact specific AMSOIL departments for any questions you may have.

Dealer Zone

The Dealer Zone is our primary method of communicating with you. All the latest company news, updates and announcements are posted first in the Dealer Zone, making a daily stop a vital part of your routine. It's also your place for managing your accounts and placing online orders.

Dealer Sales Department

AMSOIL regional sales managers, with offices at the AMSOIL corporate headquarters in Superior, Wis., are available to assist you by phone, email and periodic face-to-face meetings held around North America.

Promotional Items

We produce *AMSOIL Magazine*, product catalogs, product data bulletins and studies to help you sell. Our promotional items allow you to present customers convincing information about the value of AMSOIL synthetic lubricants while projecting a professional image.

AMSOIL Telephone Ordering

Call 1-800-777-7094 to place an order or to ask a question about orders or shipping.

"Go ahead and be a Dreamer"

There's no single "right" way to run your business. But successful AMSOIL Dealers have one thing in common – they started.

They didn't wait for success to happen. They made it happen.

Take action today. Talk to one person about your decision to start your own business. Use the AMSOIL products that came with this kit. Experience the benefits and use it as your "AMSOIL testimony." Visualize the success you plan to achieve in the days ahead and write it down on the facing page.

The AMSOIL opportunity is real and significant, and all it takes to be successful is your commitment to make it so. As our Founder Al Amatuzio says, "Go ahead and be a dreamer! But do something about your dreams. Don't just let them float away."

Like anything of value, building a successful business takes time and commitment. Think of why you started – to fund your next vacation, buy that dream car, put your kids through college – and hold that vision before you as you strive toward your goals.

Recording your goals on paper helps bring them from your imagination into reality. Write down what you plan to achieve in your Dealership over the coming year. Maybe after 60 days you want to have five new Preferred Customers. Or, in six months, you want to be making at least \$100 per month. How you define success is up to you.

How I Define Success for My AMSOIL Dealership

60 days: _____

Three months: _____

Six months: _____

One year: _____

Using the S.M.A.R.T. goals (specific, measurable, achievable, realistic and time-based) worksheet in the Dealer Zone, write your goals and begin working on them daily.

No matter what you hope to achieve as an AMSOIL Dealer, one action is clear:

Start today.

