

*“Dream about something!
Go ahead!”*

AMSOIL Founder **Al Amatzio**



Dealer Quick-Start Guide



The online **AMSOIL Dealer Zone** contains everything needed to run your Dealership. Log in now at my.AMSOIL.com to get started.



My Dealer Number: _____

My Sponsor: _____

My Sponsor's Contact Info: _____

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



Congratulations on becoming an AMSOIL Dealer. You're now part of a network of enthusiasts who take pride in selling the best synthetic lubricants on the market and helping customers get the most out of their vehicles and equipment.

Your Dealership offers a great way to supplement your income. One of the best parts is the flexibility a Dealership offers. We make industry-leading products for vehicles in a variety of markets, like diesel, motorcycle, marine and more, so choose what interests you most and get started.

This guide provides the basic information needed to start your Dealership. All the resources referenced here are available in the AMSOIL Dealer Zone. Log in to your account and start with the Onboarding training program.

Finally, use the products that came with your Dealer Kit to begin seeing firsthand the benefits of AMSOIL products. That will help you sell more effectively.

Again, welcome to the team. If you have questions or need guidance, contact the person who presented this opportunity to you or a member of the AMSOIL Dealer Sales Department at the number on the facing page. I look forward to seeing you succeed.



Alan Amatuzio
President & CEO



Fund your passion.

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.

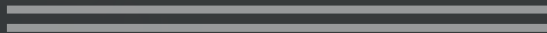
Or maybe you want to focus on servicing retail or commercial businesses, like repair shops, landscape contractors or delivery fleets. That's an option, too. Just complete the appropriate Dealer Basic Training in the Dealer Zone before jumping into those markets to give yourself the best chance to succeed.

Your Dealership offers extensive freedom and flexibility.

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



A screenshot of the AMSOIL Dealer Test dashboard. The interface is dark-themed with a blue header. On the left is a navigation menu with options like Home, Shop Now, Reports, Business Tools, Join a community, Tasks, Programs, Leaderboards, Messages, Discussions, FAQ, Contact Us, Digital Library, and Management. The main content area features a search bar, a 'DEALER TEST' header with a profile picture, and three progress bars: '123456' (Customer Number), '12/31/2022' (Expiration Date), and '98' (Completed Tests). Below this is a 'Your programs' section with a 'Show active programs only' filter. It lists 'Latest News' with four items: 'July AMSOIL Magazine: P.C. Program Picks Up Speed', 'FFK60 Fuel Filter Discontinued', 'DZ Tips & Tricks: Be the Expert', and 'Retail Training: Create More Value with Better Account...'. Each item has a 'Start' or 'Continue' button with a progress indicator. At the bottom, there's a 'NEXT' section for 'The Next 50 Compensation Plan'. On the right sidebar, there's an 'ACHIEVEMENTS' section with icons for various milestones, a 'MYAMSOILGARAGE' section with the AMSOIL logo and a car icon, and a 'CUSTOMER BASIC TRAINING' section with a progress bar showing '24 / 24' and a 'QUALIFIED-CUSTOMER COUNT' section with a progress bar showing '0 / 24'.



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

Log into the Dealer Zone at [my.AMSOIL.com](https://my.amsoil.com)

- Access the AMSOIL product guides under Business Tools>General Business Tools>Look Up a Vehicle. Use them to find which AMSOIL products your customers require for their vehicles and to provide them pricing.
- Complete Customer Basic Training. Once you've done so, you'll be eligible to receive co-op support to work trade shows and other events. It's also the first step toward achieving certification, which unlocks business-boosting benefits that can increase your monthly commissions.

As a brand-new Dealer, you can sell to regular customers (we call them online/catalog customers) and Preferred Customers. After you've completed Customer Basic Training, you'll be eligible to take the other Basic Training courses and unlock additional sales opportunities. We'll tell you more about that later. Now it's time to think about creating an email address, business cards, website and other tools to reach customers. Consider creating business accounts on social-media outlets you frequent rather than relying on your personal accounts. It projects professionalism and builds trust, and it helps you avoid common pitfalls of mixing personal messages with business.

Create a business email address

- Include your name and the name of your Dealership (e.g. johndoe@midwestlubesupply.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 johndoesyntheticlubes@yahoo.com.

REPRESENT YOURSELF WELL

Project success by dressing in AMSOIL gear. Wearing AMSOIL clothing also helps draw attention and earn you new customers. For our full clothing line, go to [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com) and select Clothing under the Shop menu.



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

Purchase a website

- A range of websites are available for a monthly fee, from simple digital business cards to advanced sites designed to maximize your visibility. Check out the My Dealer Website area in the Dealer Zone for details (Business Tools>Marketing Your Dealership>My Dealer Website).

Order business cards

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



JOHN W. DOE
INDEPENDENT DEALER

John W. Doe's Company
127 East Second Street
Address 2 • Address 3
Duluth, MN 55805
Office: (218) 727-1513 • Toll Free: (800) 577-4664
Fax: (218) 727-4923 • Call: (123) 456-7890
JWDoe@anydomain.com
www.johnwdoecompany.com



RUNS ON FREED

HIGH

U.S. AIR

How you Make Money

The Next 50 Compensation 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 calculate your commissions.

You can start earning on day one with no minimum sales volume requirements to earn a commission.

Each AMSOIL product has defined profit values listed in the Profit Lookup in the Dealer Zone and in the Profit List (G3779). When you sell a product, you earn the assigned profit.

As your overall monthly sales increase, you may qualify for higher profit values according to our Profit Tier Schedule. The more you sell in a month, the more you can earn on the products you sell.

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- *Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.*
- *Must be Customer Certified to earn Tier 4 profits.*

FOR MORE INFORMATION:

For a detailed explanation and examples of how we calculate your commissions, see the **TN50 Compensation Plan Brochure (G3758)**.

See the **Profit Lookup in the Dealer Zone or the Profit List (G3779)** for assigned profit values of all AMSOIL products.

The **Independent AMSOIL Dealer Policies and Procedures (G4000)** provides full details on our marketing plan.

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



Customer Programs

DEALER TIP: To ensure the AMSOIL Dealer opportunity remains a source of 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 in the Independent AMSOIL Dealer Policies and Procedures (G4000).

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 satisfaction and cultivates loyalty. You earn the assigned product profit value for each product your customers, accounts and sponsored Dealers purchase according to the Profit Tier Schedule.

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 save up to 25 percent on AMSOIL products. They also receive other great perks, like free shipping on orders of \$100 or more (\$130 in Canada) and exclusive promotions. P.C.s pay a small annual fee.

ONLINE/CATALOG

Customers not interested in a P.C. membership are candidates for the Online/Catalog Program. They receive free shipping on orders of \$100 or more anywhere in the contiguous U.S. (\$130 in Canada). When they order using your catalog and referral number, they automatically become your customer.

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.

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 \$400 (\$450 in Canada) and a free merchandising kit.

COMMERCIAL PROGRAM

This program is for businesses that use AMSOIL products in their company vehicles and equipment (delivery fleets, lawn & landscape professionals and contractors), but do not resell them. There is no cost to register as a commercial account, and perks include purchase and freight discounts as well as free shipping on orders over \$400 (\$450 in Canada).

PERSONAL 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.



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 Dealership. You can do it through the P.C. Program, Online/Catalog Program or personal 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 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

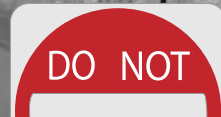
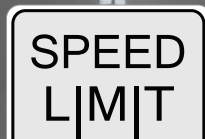
Retail and commercial businesses can purchase more product in a single order than P.C.s or Online/Catalog customers do in a whole year. Once they sign up, retail and commercial accounts typically require a higher level of service than other customers. If you don't meet their needs, they'll turn to someone 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 customers. You sell through your inventory connecting customers directly to AMSOIL.

DEALER TIP: The Dealer Zone offers free sales training to help you maximize your success.

Rules of the Road



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

- No posting AMSOIL product pricing online (such as eBay, Amazon, craigslist, forums, etc.).
- Only use official product claims published directly by AMSOIL INC.
- “AMSOIL” may not be used in your business name, website URL or Facebook profile.
- Always identify yourself as an independent AMSOIL Dealer to avoid confusing your Dealership with AMSOIL INC.
- Your Dealership provides an opportunity to earn money selling AMSOIL products to new customers. Respect the work of your fellow Dealers by not interfering with their active customers or accounts.
- There are no set income guarantees with an AMSOIL Dealership. Be clear about how the Dealer opportunity works when engaging with prospective new Dealers, and don't make any promises that can't be guaranteed.

FOR MORE INFORMATION:

For all AMSOIL policies, see the Independent AMSOIL Dealer Policies and Procedures (G4000).



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

Dealer Zone: my.AMSOIL.com



AMSOIL

How to Market Your Dealership

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 Customer Basic Training in the Dealer Zone to be eligible.

Your AMSOIL Dealership 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 you advertise and grow sales.



AMSOIL Print Center

You can order customizable business cards, catalog labels, fridge magnets, ads, yard signs and more through the AMSOIL Print Center in the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center). The Print Center offers professional customizable promotional materials at affordable prices.

Catalogs and Handouts

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

AMSOIL Clothing

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



AMSOIL Locator

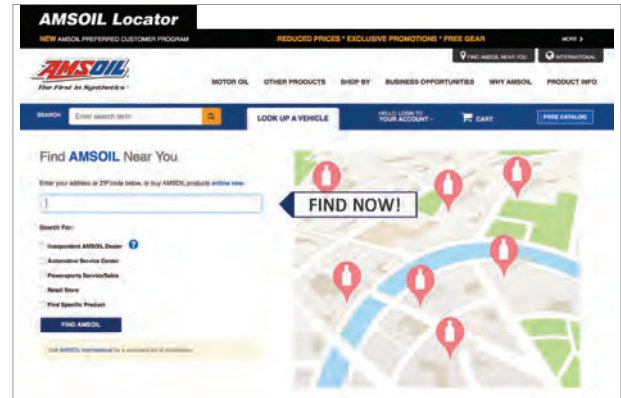
Tens of thousands of people visit AMSOIL.com and AMSOIL.ca every day, many looking for AMSOIL Dealers or retail businesses that sell AMSOIL products or install them as part of a service. The AMSOIL Locator is one of the easiest and most effective ways to draw attention to your business. Inclusion on the Locator requires becoming Customer Certified by completing Customer Basic Training and meeting a few additional requirements. For details, go to Digital Library>Literature>Dealer Literature>Dealer Certification in the Dealer Zone.

Digital Assets

The AMSOIL logo, product images and web banners are available as free downloads in the Digital Library section of the Dealer Zone. Use them on your website, in ads or to advertise on Internet forums and other mediums. Refer to section 7.1 of the Independent AMSOIL Dealer Policies and Procedures (G4000) for guidelines on using these assets.

Website

A website is a proven way to advertise your Dealership. We offer template-based websites for purchase in the Dealer Zone. Having fresh content about you and your Dealership 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, Instagram and other social media sites are effective, inexpensive ways to spread the word about your AMSOIL Dealership and connect with people.

Local Advertising

Placing an ad in the local paper, advertising on local radio and purchasing a customizable vehicle decal with your Dealership info are a few ways to raise awareness. Visit the AMSOIL Print Center in the Dealer Zone (Business Tools>Marketing Your Business>AMSOIL Print Center) 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 customizable promotional items in the AMSOIL Print Center are great ways to draw attention to your Dealership. Go to Business Tools>Marketing Your Business>AMSOIL Print Center in the Dealer Zone to get started.

Free Dealer Training

Like we said, we're here to help. One way we do that is through the training we provide. Set aside time every week for training using our free resources. Commit to your development, be intentional about your growth and set realistic goals.

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. Login to the Dealer Zone to get started.

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



Dealer Basic Training

Dealer Basic Training is divided into the following four modules:

- **Customer Basic Training** (prerequisite to the other three modules) – Provides foundational knowledge for starting your Dealership and serves as the first step to Dealer Certification.
- **Sponsor Basic Training** – Explains how to find, register and support other Dealers in your personal group.
- **Retail Basic Training** – Explains the retail program and provides insight into registering and servicing retail accounts.
- **Commercial Basic Training** – Explains the commercial program and provides insight into registering and servicing commercial accounts.

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. Dealer Sales Briefs are located in the Dealer Zone under Digital Library>Literature>Dealer Sales Briefs.

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.)

Technical Knowledge

A man in a white shirt and tie is shown in profile, wearing a headset with a microphone. He is sitting at a desk with a computer monitor and keyboard. The monitor displays a blue screen with some text. The background is slightly blurred, showing a typical office environment.

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 Sheets

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

AMSOIL Product Guides

Look up any vehicle using product guides at [AMSOIL.com](https://www.amsoil.com) and [AMSOIL.ca](https://www.amsoil.ca). It's the easiest and fastest way to determine which AMSOIL products are recommended for your customers' vehicles, and 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.

Products for Nearly Any Application

We focus most of our marketing on the following markets:

- Passenger-car/light-truck
- Diesel
- European vehicles
- Motorcycle
- ATV/UTV

That's where you're most likely to succeed – and where you should direct most of your time. But, we offer a full product line that offers additional sales opportunities.

- Snowmobile
- Marine
- Firearms products
- Racing
- Dirt bike

A black and white photograph of a man in a dark polo shirt with the AMSOIL logo on the chest. He is wearing a headset and smiling while talking on a phone. The background is a blurred office environment with a computer monitor visible.

Resources to Grow Your Business

DEALER TIP: The Contact Us button in the Dealer Zone contains a simple online form to submit questions to AMSOIL. It's the fastest and easiest way to ensure your question reaches the correct personnel and you receive a timely response.

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 Dealer Sales team members 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 sheets 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.

MyAMSOILGarage™

This free maintenance-tracking program lets you store your customer's vehicle information in one place, including the products they use, making ordering fast and easy. It requires no downloads and is free to use.

AMSOIL Telephone Ordering

Call 1-800-777-7094, 7 a.m. to 7 p.m. Central Time, M-F to place an order or to ask a question about orders or shipping.

Tell Your **AMSOIL** Story

As a Dealer, you're selling yourself as much as you're selling AMSOIL products. A good story demonstrates your knowledge about AMSOIL products and piques the listener's curiosity so he or she will ask follow-up questions. The key is to keep your AMSOIL story brief – no more than 90 seconds – and use it to start a conversation. The best way to do that is to break your story into three sections: “Before I used AMSOIL products,” “Since I started using AMSOIL products” and “The best part of using AMSOIL products.” Here's an example.

Before I used AMSOIL products,
I spent a ton of time and money maintaining the equipment on my farm. I wasted time changing oil and fixing broken equipment. I heard about AMSOIL products from one of the farmers at the co-op and started using AMSOIL synthetic diesel oil, transmission fluid, gear lube and grease.

Since using AMSOIL products, *I've discovered that equipment breaks down less often, meaning I spend less time fixing problems when I should be getting work done. I also spend less time changing oil. All this adds up to more productivity – and more money.*

The best part of using AMSOIL products *is the confidence I have that my equipment is going to work properly and not drain my bank account with endless repairs. I also like the fast, free shipping to my farm and the fact I'm supporting a U.S. company.*

The **AMSOIL** Sales Process

Now that you've learned how to create your own 90-second-or-less AMSOIL story, it's time to put it into practice. No one likes to be "sold to" by a pushy salesperson. Instead, help others identify a need for AMSOIL products and provide the best solutions for them. The AMSOIL sales process breaks it down into four steps.

CREATE CURIOSITY

Use your AMSOIL story to help others become curious about AMSOIL products. Draw from your own experience to tell a story that hooks the listener and encourages him or her to ask questions about AMSOIL products.

DISCOVER NEEDS

Once the prospect is interested, ask questions to help elicit a need for AMSOIL products (e.g. *Would using an oil proven to protect turbos in engines like yours help you sleep a little better at night?*).

ASSESS- MENT

In this phase, help the prospect assess whether AMSOIL products are right for him or her. Link the prospect's needs to the proper solution AMSOIL products provide (e.g. *AMSOIL makes an oil that blows the doors off industry standards for turbo protection. Would you like to take a look?*).

ONGOING SERVICE

Once the prospect becomes a buying customer, agree on a plan for ongoing service and support. Most P.C.s and online/catalog customers are happy ordering themselves when they need something. But retail and commercial accounts usually require added attention and service.

FOR MORE INFORMATION:

The Basic Training courses in the Dealer Zone provide more insight on selling AMSOIL products. Log in to the Dealer Zone at my.AMSOIL.com to get started.

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

Dealer Zone: my.AMSOIL.com

There's no single "right" way to run your Dealership. 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 selling AMSOIL products. Use the AMSOIL products that came with this kit. Experience the benefits and use it to shape your AMSOIL story. 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 all it takes to be successful is your commitment to make it so. As our Founder Al Amatuzio said, "Go ahead and be a dreamer! But do something about your dreams. Don't just let them flit away."



"Go ahead and be a Dreamer"

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: _____

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



AMSOIL

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