



Making Money with AMSOIL



The AMSOIL compensation plan is simple and straightforward. There are two ways to earn money through your AMSOIL Dealership:

Selling AMSOIL Products

You earn money for selling AMSOIL products. Each AMSOIL product has defined profit values. The more you sell in a given month, the higher the profit values you can earn.

Sponsoring New Dealers

You can help others start their own AMSOIL Dealership. To compensate you for mentoring your Dealers, you earn a profit on their sales, and their sales help you earn higher profit values on your sales. You cannot earn money by recruiting and sponsoring new Dealers; money is only earned on product sales.

Product Sales

Let's review how you earn money for product sales first.

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

Each AMSOIL product has defined profit values listed in the Profit Lookup in the Dealer Zone and in *The Next 50 Dealer Profit List* (G3779). As your monthly sales increase, you may qualify for higher profits according to our **Profit Tier Schedule** (see chart at right). Total monthly team sales is calculated using U.S. wholesale prices of the products sold.

This example* from the Profit List shows what you earn for selling a case of Signature Series 5W-30 Synthetic Motor Oil.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$134.38	\$8.78	\$14.59	\$20.39	\$26.19

- Sell **any amount** of product in a month, earn **\$8.78** per case of Signature Series 5W-30.
- Sell **\$1,500** worth, earn **\$14.59** per case.
- Sell **\$3,000**, earn **\$20.39** per case.
- Sell **\$5,000**, earn **\$26.19** per case.

The more you sell in a month, the more you may earn on the products you sell.

Sales Programs

There are four types of AMSOIL customers: **online/catalog customers**, **Preferred Customers**, **retail accounts** and **commercial accounts**. Each group has a unique program designed to provide added value for participating customers. You earn the same profit values on a product no matter which type of customer purchases it. Let's look at some examples.

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.



*Prices and profit values subject to change.

The examples that follow are designed to demonstrate the simple nature of our compensation plan and the potential for greater earnings over time as you build your Dealership.**

Example 1

Most Dealers start with some personal purchases and sales to Preferred Customers (P.C.s). Here's an example of a new Dealer making a personal purchase and sales to two new P.C.s.

Personal Purchase	STOCK #	U.S. WHLS PRICE	TIER 1 PROFIT
1 Case Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$134.38	\$8.78
2 AMSOIL Oil Filters	EAO17	\$33.46	\$2.04
2 P.i.®	APICN	\$24.60	\$1.56
P.C. One's Purchase			
1 ATV/UTV Oil Change Kit	PK1	\$37.51	\$2.41
1 Case Quickshot®	AQSCN	\$49.45	\$3.34
4 Mudslinger®	AMSSC	\$37.00	\$2.48
P.C. Two's Purchase			
6 Quarts OE 5W-30 Synthetic Motor Oil	OEFQT	\$42.00	\$1.98
1 WIX Oil Filter	51348	\$8.35	\$0.52
1 Upper Cylinder Lubricant	UCLCN	\$4.20	\$0.29
Total Sales		\$370.95	\$23.40

This Dealer sold \$370.95 in AMSOIL products this month. **This Dealer earns at the Tier 1 level. Total earnings are \$23.40 and he/she saved \$78.59 off full price on the products purchased for personal use.**

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.



**Building a successful AMSOIL Dealership takes skill, hard work and time. The examples and financial information in this document should not be relied upon or construed by you as a representation by AMSOIL that you or any Dealer can expect to attain any specific level or range of sales, costs, income or profit. AMSOIL encourages you to perform your own analysis with your own advisors. There is no assurance or guarantee as to the profitability or success of Dealers and AMSOIL makes no representation of any kind in that regard. From January 2021 – January 2022, Dealers purchased and sold an average of \$440.54 per month. Average Dealer earnings per month during the same period were \$97.89.

Example 2

This is an example of a Dealer who has gained some experience and successfully completed Customer, Retail and Commercial Basic Training. This Dealer registered an auto parts store, an independent repair shop, a local landscaper and two more P.C.s in one month, plus purchased some products to take care of his/her Harley.*

Auto Parts Store's Purchase

	STOCK #	U.S. WHLS PRICE	TIER 2 PROFIT
1 Case Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$134.38	\$14.59
1 Case XL 5W-30 Synthetic Motor Oil	XLFQT	\$106.37	\$11.47
1 Case OE 5W-30 Synthetic Motor Oil	OEFQT	\$80.00	\$6.52
1 Case P.i.	APICN	\$140.01	\$15.47

Independent Repair Shop's Purchase

2 Cases Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$268.76	\$29.18
1 Case Signature Series 0W-20 Synthetic Motor Oil	ASMQT	\$134.38	\$14.59
1 Case Signature Series 5W-20 Synthetic Motor Oil	ALMQT	\$134.38	\$14.59
1 Case Signature Series 15W-40 Diesel Oil	DME1G	\$157.98	\$17.04

Landscaper's Purchase

1 Case SABER® Synthetic 2-Stroke Oil	ATP1G	\$187.33	\$20.29
1 Case Synthetic Hydrostatic Transmission Oil	AHFQT	\$128.38	\$13.95
1 Case 10W-40 Synthetic Small-Engine Oil	ASFQT	\$107.64	\$11.73
6 AMSOIL Oil Filters	EA15K09	\$109.86	\$11.10
1 Case Water-Resistant Grease	GWRCR	\$80.84	\$8.77

P.C. One's Purchase

2 Cases INTERCEPTOR® 2-Stroke Oil	AIT1G	\$351.00	\$37.12
1 Case Quickshot	AQSCN	\$49.45	\$5.55

P.C. Two's Purchase

2 ATV/UTV Oil Change Kits	PK1	\$75.02	\$8.00
1 Case Quickshot	AQSCN	\$49.45	\$5.55
4 Mudslinger	AMSSC	\$37.00	\$4.12

Personal Purchase

1 V-Twin Oil Change Kit	HDCK	\$65.24	\$6.96
1 Case Motorcycle Octane Boost	MOBCN	\$51.30	\$6.46
2 Miracle Wash®	AMWSC	\$19.30	\$2.16

Total Sales **\$2,468.07** **\$265.21**

In this example, the Dealer sold \$2,468.07 in AMSOIL products in a month, qualifying him/her to **earn at the Tier 2 profit level and earning another \$265.21. Plus, this Dealer saved \$53.89 off full price on the products purchased for personal use.**

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.

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New-P.C. Bonus

You earn a \$10 bonus for every personally acquired new Preferred Customer you register who purchases \$100 or more (U.S. wholesale value) in AMSOIL products. That would put another \$10 in the Dealer's pocket in Example 1, and another \$20 in Example 2.

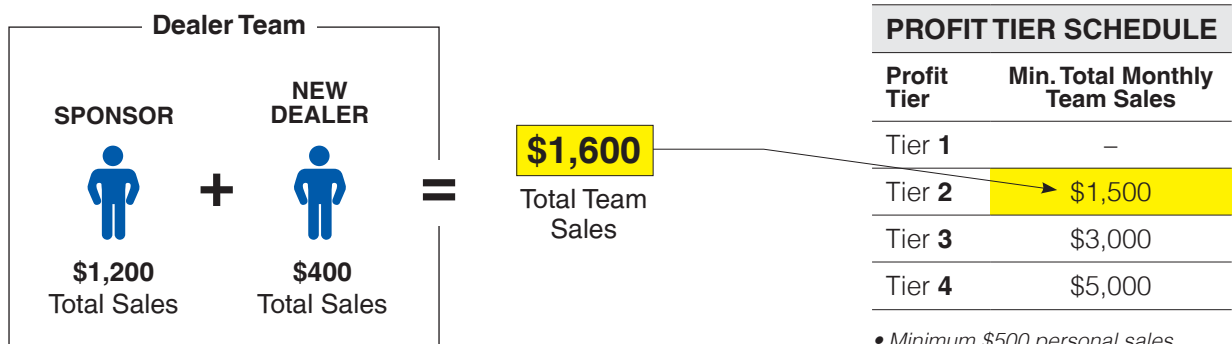
Sponsoring

Now let's review how you earn money sponsoring new Dealers. When you help someone else start an AMSOIL Dealership, you become that person's **sponsor**. That means you should provide some training, mentorship and encouragement to help your new Dealer be successful.

Each month, sales made by the Dealers on your team, except those who qualify for Tier 4 profits and their team members, are added to your sales, boosting your position on the Profit Tier Schedule. You also earn the difference between your profit level and your Dealers' profit level.

Example

This Dealer sold \$1,200 in AMSOIL products in one month, qualifying to earn Tier 1 profits. A Dealer he/she sponsors sold \$400 in product that same month. The sponsor's team sales total \$1,600, qualifying him/her to earn Tier 2 profits on the products he/she sold. The new Dealer earns Tier 1 profits on the \$400 in product he/she sold. The sponsor is also paid the difference between Tier 2 and Tier 1 profits on the products the new Dealer sold.



Here's a simple example using our best-selling product, AMSOIL Signature Series 5W-30 Synthetic Motor Oil. These are the available profits for a case of Signature Series 5W-30 according to the Profit List:

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$134.38	\$8.78	\$14.59	\$20.39	\$26.19

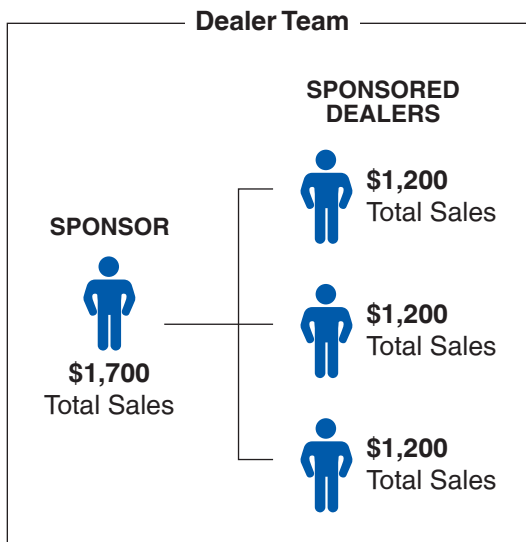
If the new Dealer sold a case of Signature Series 5W-30 as part of this example, he/she would earn **\$8.78** for that sale and the sponsor would earn **\$5.81** (the difference between Tier 2 and Tier 1 profits for that product).

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

As you add more Dealers and sell more products, you continue to rise up the Profit Tier Schedule. Let's look at some more examples.

Example

The sponsor sold \$1,700 in AMSOIL products in one month. Three Dealers he/she sponsors each sold \$1,200 in product. The sponsor's team sales total \$5,300 and he/she earns Tier 4 profits on the products he/she sold. The sponsor also earns the difference between Tier 4 and Tier 1 profits on the products sold by his/her Dealers.



PROFIT TIER SCHEDULE	
Profit Tier	Min. Total Monthly Team Sales
Tier 1	-
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

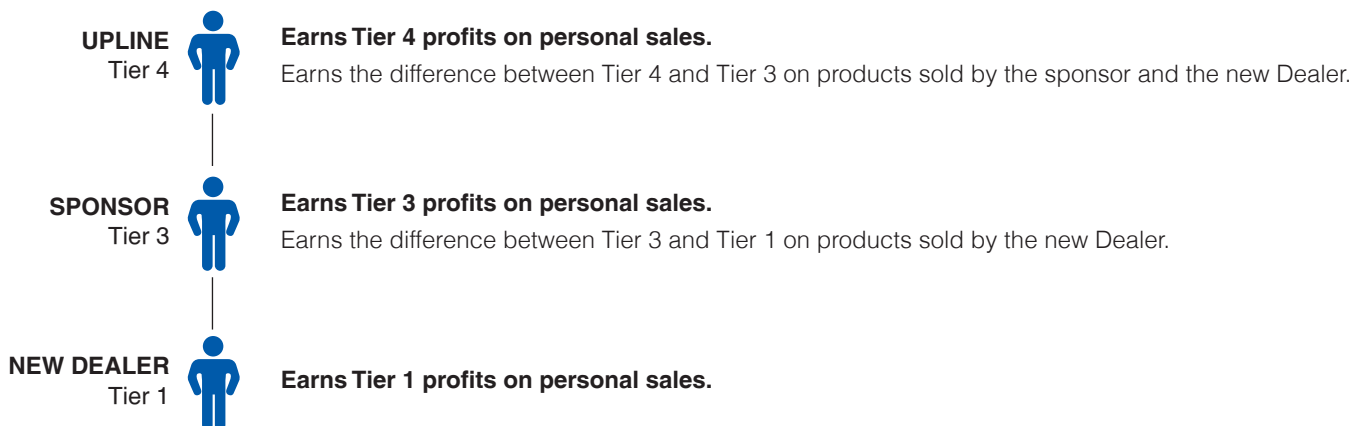
\$5,300
 Total Team Sales

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

When Your Dealers Sponsor Other Dealers

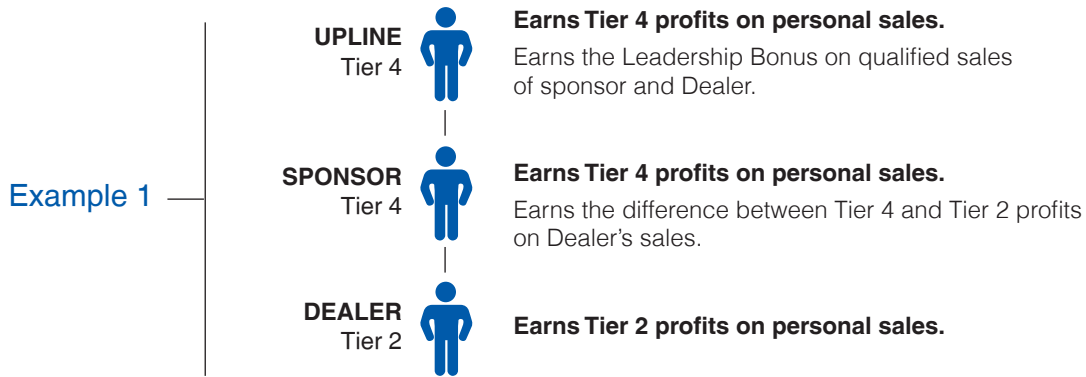
When your Dealers begin sponsoring new Dealers, you can earn from their activity as well because you should provide mentorship and encouragement to both other Dealers. When someone on your team sponsors another Dealer, you become that Dealer's **upline** because you are up the line of sponsorship. A maximum of three Dealers make money on any product sale.

In this scenario, there is an upline, a sponsor and a Dealer. Let's say the upline is earning at Tier 4, the sponsor is earning at Tier 3 and the Dealer is earning at Tier 1. The upline earns Tier 4 profits on his/her sales and the difference between Tier 4 and Tier 3 on the sponsor's sales and the new Dealer's sales. The graphic below can help explain how this works.



Leadership Bonuses

When you meet Tier 4 qualifications you become eligible to earn the **Leadership Bonus*** on sales made by Dealers on your team who qualify for Tier 4 profits and their personally sponsored Dealers who are on your team. Leadership Bonus values are detailed in the Profit List. Only one Dealer earns the Leadership Bonus on a sale, and remember: a maximum of three Dealers earn money on a single sale. These graphics help explain the concept.



Scenarios where all three Dealers are earning Tier 4 profits present a secondary Leadership Bonus, Leadership Bonus 2. You earn the Leadership Bonus 2 on personal sales made by Dealers on your team who qualify for Tier 4 profits and who are personally sponsored by Dealers who qualify for Tier 4 profits.

**It is estimated that 1.4% of Dealers will qualify for Leadership Bonuses in an average month.*



Glossary of Terms

Product profit values – Each AMSOIL product has defined profit values. Profit values do not change according to customer type (retail, commercial, P.C., Dealer, online/catalog).

Profit Tier Schedule – Schedule that defines monthly sales volumes required to achieve higher product profit tiers.

U.S. wholesale price – The basis used to calculate all levels in the Profit Tier Schedule.

Personal sales – Your personal purchases and sales to personally sponsored accounts and customers. Based on U.S. wholesale prices.

Total team sales – Personal sales plus total sales of personally sponsored Dealers and their personally sponsored Dealers. Sales made by Dealers who qualify for Tier 4 profits and their team members are excluded. Based on U.S. wholesale price of products sold.

Leadership Bonus – Bonus paid on qualified sales made by Dealers on your team who qualify for Tier 4 profits and their personally sponsored Dealers who are on your team. Only paid to one Dealer per sale. Must be earning at Tier 4 to earn the Leadership Bonus.

Leadership Bonus 2 – Bonus paid on personal sales made by Dealers on your team who qualify for Tier 4 profits and are personally sponsored by Dealers who qualify for Tier 4 profits. Must be earning at Tier 4 to earn the Leadership Bonus 2.

Selling Dealer – Dealer directly purchasing products or making the product sale.

Sponsor – Dealer who directly registers and mentors a Dealer.

Upline – Dealer directly above the sponsoring Dealer.

Qualified New Preferred Customer – A Preferred Customer who purchases \$100 in AMSOIL products (U.S. wholesale value) within 12 months of registering as a P.C.

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Referral # _____