AMSOIL® MAGAZINE

▸ DEALER EDITION

AUGUST 2021

MARKETING AT FULL THROTTLE

| PAGE 8

Commercial Training: Agriculture | PAGE 12

DEALER BASIC TRAINING

Dealer Basic Training provides the knowledge new Dealers need to effectively sell AMSOIL products and programs, boosting their revenue. It's also an excellent refresher for existing Dealers looking to grow their Dealerships and get up to speed on all our latest developments.

- **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

Mobile-friendly

Each module is made up of several short videos and a knowledge check. A module takes less than an hour to complete. Work on training anytime, anywhere on your device.

AMSOIL UNIVERSITY ONLINE

Get started now

Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started.

AMSOIL MAGAZINE

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THE COVER

Off-road truck driver Bryce Menzies and his winning ways help promote AMSOIL products at the racetrack.

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From the President

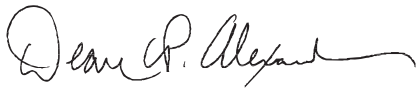
We use a fiscal year of July 1-June 30, and the past two years, we set a goal to achieve 8% year-over-year growth. Last year we fell just short due to the effects of the pandemic. This year, however, is another story. While the pandemic's effects are lingering, sales rebounded dramatically following last spring's economic downturn. Many of you experienced that sales boost firsthand with record sales for your Dealership and are celebrating higher levels of achievement – I don't think I've ever seen so many Dealers recognized in the magazine at once. Congratulations! Thanks to our combined efforts, we blew away our 8% growth goal by a wide margin. Thank you for all your hard work to help us surpass last year's goal.

Now is not the time to let up. We need to maintain this momentum in 2022, but it will not be easy. Considering the market forces working against us – the imbalance in supply and demand and other market factors continue to create unique challenges – maintaining our goal at the 8% mark would be aggressive. We like *aggressive*, however, so that is exactly what we're going to do. Our goal for the 2022 fiscal year is 8% year-over-year volume growth. It may be aggressive, but we will succeed because we are focused.

We have worked hard to focus on areas and activities that give us the best chance to succeed. We are targeting those people and markets and not investing in other areas. In the past, we have taken advantage of just about every opportunity that came our way, even if it didn't exactly align with our core. While it seems logical to pursue every possible sale, in reality some things viewed as opportunities are actually distractions from more profitable business. Over time we have learned to narrow our focus and eliminate activities that equate to "spinning our wheels." Sometimes it's much more difficult than it would seem, but we get better at it every year.

We recommend doing the same for your Dealership by finding the areas that deliver the most benefit for you and sticking to them. Start by pursuing sales in the same areas we do with enthusiasts and businesses outlined in our Dealer Sales Briefs. That will give you the advantages of investing time and resources in the highest-potential customers and higher brand recognition amongst those who have been exposed to our marketing. Next, discover your areas of greatest strength and focus there. That isn't to say you should ignore other areas completely, just that you should spend the majority of your time on the areas that give you the best chance for success.

Finally, I hope that you are Customer Certified or working toward it. As the company grows, so does the number of customers we assign to Dealers. Last year, Dealers with just one entry in the pool received an average of 16-18 assigned customers and all the commissions those customers generated. What would you do for 16 free customers? Would you spend an hour or less watching video training and go get four buying customers of your own? Seems like a fair trade. Start today by completing Customer Basic Training in AU Online. You don't want to miss out on all the customers we're going to generate in the year ahead as we march toward our renewed growth goal of 8%.



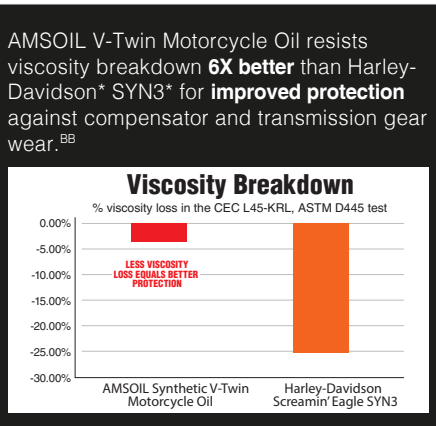
Dean Alexander
Board Chair & Interim President

THE NEXT50
Commitment • Collaboration • Success

EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

Riding season will soon be winding down across much of the U.S. and Canada. Make sure your customers change their oil and filters to ensure their bikes are **protected against corrosion during storage and ready to roll next spring.** AMSOIL V-Twin Oil Change Kits include everything needed to perform an AMSOIL oil change in one convenient package. To find the right kit, use the Motorcycle Product Guide at AMSOIL.com/AMSOIL.ca.

AMSOIL V-Twin Motorcycle Oil resists viscosity breakdown **6X better** than Harley-Davidson* SYN3* for **improved protection** against compensator and transmission gear wear.[BB]



[BB]Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

AMSOIL V-Twin Oil Change Kits include...

- 4-5 quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- 1 chrome or black AMSOIL Motorcycle Oil Filter (EAOM103/EAOM103C)
- 1 drain-plug O-ring

Check out the Motorcycle Product Guide at AMSOIL.com/AMSOIL.ca to find the right kit for your Harley-Davidson.*

LETTERS TO THE EDITOR

T-SHIRT SIZES

I am getting requests for t-shirts, but the sizes only go to XXXL. Some of my customers are in the XXXXL and XXXXXL range. Is there a chance that larger sizes might be included in the lineup?

Thank you

Arnold J. Black

AMSOIL: *Thank you for reaching out, Arnold. Most of our clothing items are only available up to 3X from the manufacturers, but we are currently exploring options for adding some larger sizes to our summer 2022 lineup. Stay tuned.*

ENGINE AND TRANSMISSION FLUSH

AMSOIL has pictures of cars that have been driven for 100,000 miles without an oil change. To show how good the Engine and Transmission Flush (FLSH) is, a picture of the same car after ten minutes of Engine and Transmission Flush treatment would be impressive.

Charles Aldrich

AMSOIL: *We're unsure which pictures you're referring to, Charles, and we do not recommend driving 100,000 miles without an oil change. We do have pre- and post-cleanup images demonstrating the impressive cleaning power of Engine and Transmission Flush on the product page and data sheet (G2763) at AMSOIL.com.*

DBS SYSTEM

When will AMSOIL start working on the DBS system to get all the bugs out of it? I am an avid user of this system, but there are several bugs that need to be addressed!

Thanks,

Wayne Owen

AMSOIL: *Thank you for your letter, Wayne. Please report any specific issues you're experiencing with the DBS system to dbsadmin@AMSOIL.com. Our IT staff will do whatever they can to address them for you.*

2019 RAM* FILTER ISSUES

Recently I had an issue with my 2019 Ram (with 5.7 hemi). The engine warning light came on. After a trip to the dealer, as the vehicle is still under warranty, it was diagnosed as an oil-pressure issue. The dealer felt it was the sending unit. A new one was ordered and replaced under warranty. Within a half mile of the dealership the warning light came back on. Another dealer appointment was made. It was the same code indicating low oil pressure. The dealer completed the troubleshooting and could not find anything. The code was reset, a test drive was made and the light did not come back on. I picked up the truck and within 6 miles it came back on. At this point we started researching TSBs.

It ended up being the AMSOIL Oil Filter. Based on the research, it appears it filters too well. In my case, I had only put 1,500 miles on since the previous oil change. I only use AMSOIL filters. We changed the filter out to a recommended Mopar* filter, reset the light and I have not had a problem since. I monitor the oil pressure frequently now and have only noticed a drop of 2 psi over the last 4,000 miles. When I had issues with the AMSOIL filter, the oil pressure was all the way down to 30 psi at highway cruising speed. With the Mopar filter it holds around 50 psi.

Since my issue I have found many who have had the same issue. Conversations on the Ram Facebook site have revealed the issue is mainly with AMSOIL, Mobil 1* and other higher quality filters.

Can you explain this? And, should we still be recommending the filter? It seems that the AMSOIL filter is getting bad publicity because of this. The issue has been found with many driving the '19, '20 and '21 Ram pickups.

I've been a user of AMSOIL for over 25 years. I use it in my snowmobiles, motorcycle, lawn mower, cars and trucks. It's a great product and we should be using a good quality filter, but if it doesn't perform as expected and causes other issues, a change in recommended products should be made. In my case, it frustrated my dealer, wasted my time, made me look like an idiot for promoting AMSOIL products and put questions in my mind.

Sincerely,

Art Bahr

AMSOIL: *We're sorry to hear about these problems, Art. We are no longer recommending the AMSOIL EA15K50 Oil Filter for 2007-2013 GM* vehicles with the 5.3L engine and 2013-current Ram vehicles with the 5.7L or 6.4L engine. There is no cause for alarm if you or one of your customers is using the EA15K50 Filter with one of the listed vehicles; we are acting out of an abundance of caution. We have sold thousands of AMSOIL EA15K50 Oil Filters to customers with one of the GM or Ram engines listed above. A very small percentage of those customers have reported gauges or check-engine lights indicating slightly lower-than-normal oil pressure.*

Our industry-leading high-efficiency media removes more particles of smaller sizes than most competing filters to better prevent engine wear. In the GM and Ram applications listed, the EA15K50 Filter is capturing a large number of deposits and reaching its holding capacity before the end of its recommended service life in a small number of instances. This can result in reduced flow and overall oil pressure, but in no way harms the engine. AMSOIL Oil Filters include a bypass relief valve to ensure appropriate oil volume is always delivered to critical components.

Rather than cause some customers unnecessary concern, we are recommending the WIX 57060 or Donaldson P550794 in place of the EA15K50 in 2007-2013 GM 5.3L engines and 2013-current Ram 5.7L and 6.4L engines. They are high-quality filters, but will not capture as many small particles as the AMSOIL Oil Filter does, and they are designed for shorter service intervals. For full details, see the April edition of AMSOIL Magazine *or the April* Hotwire.

If you have questions, contact Technical Services at tech@AMSOIL.com or (715) 399-8324 (TECH).

Email letters to:
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Or, mail them to:
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Attn: Letters
925 Tower Avenue
Superior, WI 54880

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.

We help professionals solve problems

Understand the issues our products prevent to boost sales to landscapers.

Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

If you read our publications or have completed Commercial Basic Training in AU Online, you should be familiar with the lawn and landscape market. Our products help professionals solve the problems that erode efficiency and profitability, making landscaping contractors excellent prospects.

One of our top products for landscapers is SABER® Professional Synthetic 2-Stroke Oil (ATP). It fights power-robbing carbon to help two-stroke equipment start easier, run better and last longer. Mixing at 100:1 also cuts oil costs by 50% or more.

Another key product for these prospects is Synthetic Small-Engine Oil (AES, ASE, ASF, SEF). A zero-turn mower is a landscaper's top expense after his or her fleet trucks. A new unit can surpass $10,000, and these mowers are vital to quickly producing professional-looking lawns and grounds. Running all day, every day in hot, wet and dirty conditions increases heat and stress, which break down inferior oils. Excessive engine deposits can form, which cause the valves and piston rings to stick, reducing power and eventually causing the engine to quit.

When you visit a maintenance shop, you might see mowers, trimmers and other equipment lying on a scrap pile outside because they have quit running due to heavy carbon and deposits. SABER Professional and Synthetic Small-Engine Oil keep equipment clean, long-lasting and running at peak power, giving you two great tools to help prospects solve problems.

There are a couple more great problem solvers for zero-turn mowers I want to focus on in this column:

- Synthetic Water-Resistant Grease (AWG)
- 20W-50 Synthetic Hydrostatic Transmission Oil (AHF)

Together with the two products already mentioned, they comprise the top four AMSOIL products for landscapers, and it pays to understand the issues they solve so you can more effectively sell them.

I bet I'm not the only one who's seen workers running zero-turn and stand-on mowers in wet, drizzly weather. Crews need to complete jobs on time, and a little rain (and sometimes a lot of rain) isn't going to stop them. It's also common to start mowing early in the morning before dew has evaporated.

This exposes the mower-blade spindles, casters and other components to heavy moisture, which can wash away inferior greases and invite wear and rust formation. This erodes mower efficiency, which slows down work. It also leads to component failure and extra maintenance.

AMSOIL Synthetic Water-Resistant Grease is formulated with extra-durable cohesive and adhesive chemistry. It holds together when exposed to water and clings tenaciously to metal surfaces when wet, protecting components during prolonged exposure to standing or pressurized water. It protects spindles, casters and other components used in wet conditions, maximizing efficiency and mower life.

Another suffering point for landscapers is zero-turn mower hydrostatic transmissions. In many zero-turn mowers, oil pressure drives the two wheel motors, one at each wheel. A hydrostatic transmission is essentially a fluid pump. To deliver the speed and responsiveness workers need for peak efficiency, the transmission requires the correct oil pressure. Too little pressure slows operation.

Maintaining oil pressure requires the oil to retain its viscosity and fight wear. These units get extremely hot, and if the oil loses viscosity at high temperatures, it becomes thinner, which reduces oil pressure. In addition, fluid that fails to protect against wear can cause the tight tolerances in the wheel motors to widen, which reduces oil pressure. The operator soon notices the mower doesn't respond the way it once did, affecting precision and speed. That's why most of these transmissions require a high-zinc oil to protect against wear.

AMSOIL Synthetic Hydrostatic Transmission Fluid contains high levels of zinc-based anti-wear additives to help maintain those tight tolerances, while its synthetic base oils naturally resist viscosity loss in extreme heat. As a result, it helps maintain mower speed and responsiveness for increased productivity.

These are two more products to highlight when talking to landscape professionals. Position them as problem solvers to pique the prospect's curiosity and help him or her boost productivity.

Marketing at Full Throttle

AMSOIL brand-building initiatives support independent Dealers.

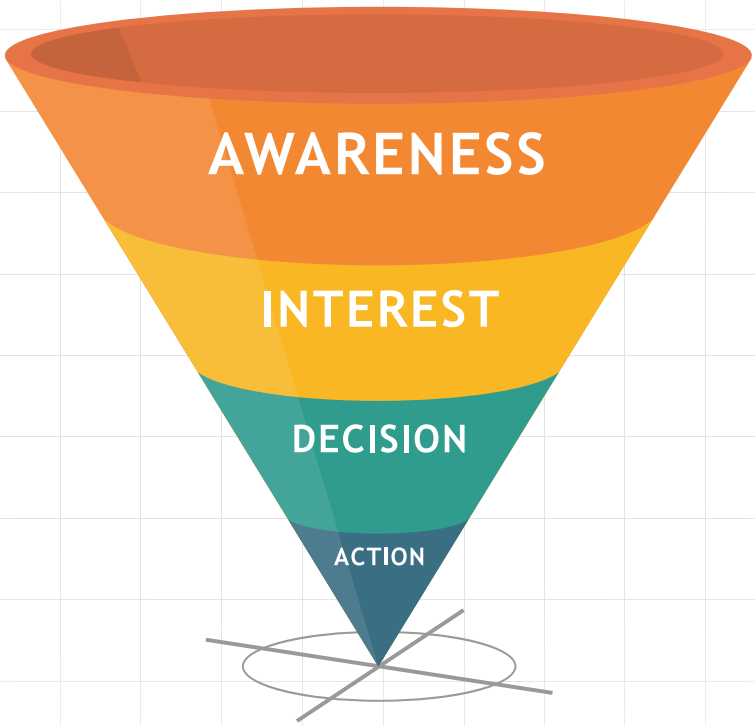
The success of our independent Dealers is directly connected to the growth of the AMSOIL brand. And vice versa. It's a symbiotic relationship that gives true meaning to the saying, "a rising tide lifts all ships." Target prospects are easier to approach and convert to loyal customers if they already have awareness and a positive opinion of the brand. In addition, customers acquired through efforts that entice people to make purchases online are assigned to Customer-Certified Dealers for ongoing support. The more traffic we can bring to the AMSOIL site, the more customers we can acquire and assign to Dealers. For these reasons, we focus heavily on driving brand recognition and online customer acquisition.

There are a dizzying number of methods and places to market these days. We use a mix of events, marketing channels and tactics to introduce consumers to the brand and, as much as possible, help them understand the value of our products. AMSOIL continuously strives to sort through the noise to target enthusiasts where it will count most. Our long-term goal is to strengthen brand loyalty and continuously grow sales.

"The foundation of our marketing strategy in the next fiscal year will be integration across the board," said Director of Integrated Marketing Holly Dill. "Everything we do will be reinforced across multiple channels to amplify their impact and reach."

That integration will work in concert to move potential customers through the sales funnel, a marketing term for the journey potential customers take on the way to becoming buying customers. Top-of-the-funnel activities create brand awareness and interest. Bottom-of-the-funnel marketing seeks to drive action to make a purchase.

Here is a brief overview of our strategy as we head into the new fiscal year.



SALE FUNNEL

TOP OF THE FUNNEL

MotorTrend Network

A marketing cornerstone will be a media buy with the MotorTrend Network. The campaign will air the 30-second "Run With Us" ad that was first released in January on TV programs such as "Roadkill," "Dirt Every Day," "HOT ROD Garage," "Head 2 Head," "Fast N' Loud" and "Wheeler Dealers." In addition, MotorTrend will air AMSOIL product features and strategically place AMSOIL products on shelves within sets. The campaign guarantees that almost 200 million viewers will see the AMSOIL ad, helping introduce the brand to a massive number of enthusiasts.

"This was a very intentional purchase," said Dill. "It's a very targeted group of viewers. The ad will be highlighting performance, but the goal is to create more of that community feel with that spot. It's less about performance tech and more about feeling a part of the AMSOIL family."

EVENTS

From car shows to race days, we continue to believe in the power of events to connect with enthusiasts.

AMSOIL products are often sold through education, which is why face-to-face interaction has always been key to our growth strategy. Events are a perfect opportunity to connect with enthusiasts in an authentic and meaningful way. Here are a few examples:

Sturgis Motorcycle Rally

AMSOIL returns as the Official Oil of the Sturgis Motorcycle Rally. The rally in Sturgis, S.D. is famous for a reason. It was founded in 1938 by a group of Indian* Motorcycle enthusiasts focused on stunts and races and has grown to become a diverse event with up to 700,000 motorcycle fans.

AMSOIL Championship Off-Road Series

The AMSOIL Championship Off-Road Series is comprised of the Antigo Off-Road National, Forest County Potawatomi Brush Run, ERX Off-Road National, Dirt City Motorplex Off-Road National, Island Resort and Casino Off-Road Rumble in the U.P. and the World Championship Off-Road Races in Crandon, Wis. The 2021 season marks our first year as title sponsor of the series, which will increase our visibility and keep AMSOIL on the forefront of the off-road scene.

AMSOIL Championship Snocross

Snocross is an exciting, fan-friendly form of snowmobile racing. It combines big-air jumps and the exciting action of motocross with the extremes of winter. The International Series of Champions (ISOC) is the premier snowmobile racing organization in the world, promoting safe, competitive events for top athletes and teams. AMSOIL Championship Snocross provides us with measurable, verifiable exposure to snocross race fans to keep us deeply rooted in snowmobile culture.

AMSOIL Ultimate Callout Challenge

This year, AMSOIL became the title sponsor of the Ultimate Callout Challenge (UCC), three days of non-stop diesel action taking place in Brownsburg, Ind. The Callout is the premier diesel performance, aftermarket and specialty products expo in the world, bringing the industry's leading manufacturers and vendors together in one place. Face-to-face interaction provides attendees with in-depth understanding of products to better market and sell to diesel enthusiasts all over the nation.

Carlisle Events draw huge crowds of classic-car enthusiasts.

Carlisle Events

We will continue our sponsorship of Carlisle Events. Since 1974, Carlisle Events has been the "automotive hometown" for classic-car enthusiasts. Carlisle hosts 11 collector events and five collector-car auctions. In all, more than a half million guests visit shows promoted by Carlisle Events annually.

Endorsements

AMSOIL has been a secret weapon for race teams since Bobby Unser first used our oil to help win the tortuous Pikes Peak Hill Climb in the early 1970s. Racing is in our DNA and we are extremely excited about the 2021 roster. Team AMSOIL currently includes off-road trophy-truck driver Bryce Menzies, snowmobile and short-course off-road UTV team Scheuring Speed Sports, champion rock-crawler and versatile off-road racer Brad Lovell, and gas-and-diesel-performance-products engineer Gale Banks. In addition to reaching new audiences through their followers, partnering with recognizable personalities who use AMSOIL products in their sports or industries helps provide authentic content and credibility for our brand.

BOTTOM OF THE FUNNEL

Digital marketing

Digital marketing will be primarily focused on the middle and bottom of the sales funnel.

"Our focus on the middle and bottom of the funnel in the digital space complements efforts to drive brand awareness at the top of the funnel with events and the campaign with MotorTrend Network," said AMSOIL Director of Web and Digital Marketing John Hensel. "As I look to the next fiscal year, we will continue to focus our digital efforts on shopping ads and remarketing through digital display ads."

> "Our focus on the middle and bottom of the funnel in the digital space complements efforts to drive brand awareness."
>
> **John Hensel**
> Director of Web and Digital Marketing

Online shopping

As stated, online shopping will be important to customer acquisition. We will continue to post relevant, integrated content on Facebook, Instagram and Twitter, but we will also be taking advantage of the shopping platforms those networks have added recently. Social-media shopping is effective because it allows scrollers to swipe directly from a post to make a purchase. AMSOIL started investing heavily in Google shopping for lubricants in April 2020 and saw immediate benefit.

"We've seen huge success with online shopping ads over the past year, especially with customer acquisition," explained Hensel. "We are looking to invest more in that area, as well as evaluate other opportunities in current and new platforms that will help us reach a wider audience."

Remarketing

Remarketing targets people online who have visited the AMSOIL website, taken a specific action such as adding an item to their cart, but have not completed a transaction. The goal is to bring them back to make a purchase. Remarketing is customized based on where the target customer falls within the sales funnel.

Search

We will also continue pushing dollars into search. Search-engine optimization, or SEO, refers to a host of actions designed to make AMSOIL appear higher in search-engine results. We are taking several steps to improve SEO on product searches, vehicle lookup results and highly searched category-level queries.

Personalization

Digital marketing initiatives will also include lead nurturing and revamping email strategy. We will continue to develop personalized-recommendation capabilities and show online shoppers what other people also purchased with specific products.

"Increasing personalization and recommendations are a big goal," said Hensel. "We want to continue to build that out more this year. And we want that to be integrated with multiple channels, including Google, Microsoft, Facebook and Instagram capabilities."

Email will be used to support those initiatives and provide additional information to customers.

Web

The AMSOIL website will continue to undergo improvements to acquire more traffic and improve the overall customer experience – including everyone who shops, learns about and sells AMSOIL products. For example, the Newsstand and blog are scheduled for overhauls this year with the goal of improving visibility across the web and highlighting the phenomenal print and video content that AMSOIL produces.

Leveraging influence

We are stronger together. Leveraging the collective social influence of independent AMSOIL Dealers will be accomplished by providing graphics for you to post as we roll out new promotions.

Trophy-truck racer Bryce Menzies winning the San Felipe 250.

OTHER INITIATIVES

Runs on Freedom

The Runs on Freedom® Limited Snowmobile Waranty kicked off in April 2020 and will continue to be heavily promoted. It removes the final hurdle some riders have to switching from the original equipment manufacturer (OEM) oil to AMSOIL products. Riders who use INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) exclusively in their qualifying sled receive coverage for two years/5,000 miles/8,000 km, whichever comes first. Get details at AMSOIL.com/rofwarranty (AMSOIL.ca/rofwarranty in Canada).

> "The foundation of our marketing strategy in the next fiscal year will be integration across the board."
>
> **Holly Dill**
> Director of Integrated Marketing

Long-haul billboards

AMSOIL is wrapping 10 more semitrailers with the AMSOIL logo for the next marketing cycle.

Video

Video has been one of the breakout trends in the marketing world for the past decade. YouTube has grown to become the second-biggest search engine after Google, underscoring how powerful the medium can be. AMSOIL came to the trend early and is well positioned to capitalize on video for everything from brand awareness to product releases. The return on investment from video is more assured than ever – it's a powerful tool to drive traffic, leads, sales and audience understanding.

Max marketing power

Like any engine, synchronizing the components of our marketing program is critical for maximizing performance. By being strategic and working closely with and in support of our independent AMSOIL Dealers, we anticipate strong sales growth in the coming fiscal year. And that will benefit everyone.

Store Summer Equipment with Confidence

AMSOIL keeps your stored summer equipment fresh for next season.

The weather may still be warm, but fall is right around the corner, and it's time to think about getting your summer equipment put away for the season. Preventive maintenance is critical before storing equipment for any extended period of time. Properly storing equipment protects the engine, prevents rust and prepares it for action when summer comes calling again. With the right lubrication and use of fuel additives, you're on the right track to preventing major headaches.

Fight Corrosion and Dry Starts

During long periods of storage, inconsistent ambient temperatures can cause condensation to form within two- and four-stroke engines used seasonally or infrequently. When the condensate comes in contact with steel and iron components, surface corrosion can form, leaving cylinder liners, piston rings, anti-friction bearings and other contact surfaces laden with rust. Internal corrosion and rust can flake, leading to increased engine deposits, wear and friction, and cause the engine to run hotter and less efficiently, effectively reducing equipment life and increasing maintenance time and costs. Long periods of storage can also dry out cylinders. Dry-starting an engine often results in permanent damage and can dramatically shorten the life of the equipment.

While most two- and four-stroke motor oils are formulated to protect against internal corrosion and dry starts, their effectiveness fades over time. AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation thoroughly and evenly coats internal components to protect against corrosion and prolong engine life.

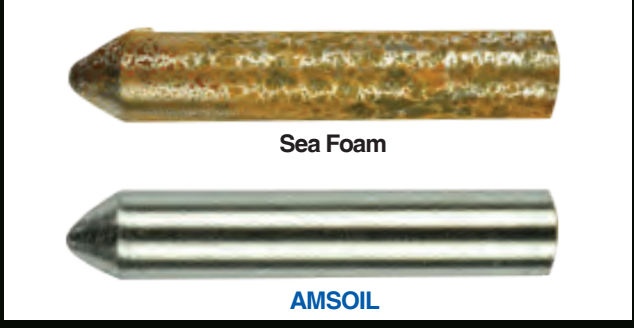
Fight Deposits, Gumming and Varnish

Ethanol and other harmful contaminants commonly found in fuel can wreak havoc on a stored engine. Most fuels are pre-treated with the lowest additive concentration (LAC) level of additives, which allow them to be stored for a short period before degrading. During storage, however, degraded fuel can interact with air and moisture to form gums, varnish and deposits throughout the fuel system. These impurities can gum floats; clog injectors, fuel lines and carburetors; and cause poor engine performance and starting problems. Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (AQS) should be used.

Applications

AMSOIL Gasoline Stabilizer and AMSOIL Engine Fogging Oil applications include, but are not limited to, motorcycles, ATVs/UTVs, outboard motors, stern-drive and inboard marine engines, personal watercraft, lawn equipment, chainsaws, snowmobiles, snowblowers, portable generators, handheld power equipment, motor scooters, powered farm equipment, powered construction equipment, cars and trucks.

AMSOIL Gasoline Stabilizer provides corrosion protection Sea Foam* Motor Treatment can't match, helping maintain power and performance and keeping metal looking like new, even when subjected to salt water.[x]



*[x]Based upon independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in a modified NACE TM0172 using synthetic sea water per ASTM D665 part B. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.*

COMMERCIAL TRAINING SERIES

Commercial Training: Agriculture

The AMSOIL Commercial Training Series is designed to increase Dealer success in the commercial market. The Agriculture presentation provides valuable tips for gaining farming and ranching accounts.

Representing one of our three focused commercial markets, the agriculture industry presents tremendous opportunity for AMSOIL Dealers. Prospective accounts can be found across the U.S. and Canada, providing the potential for large purchases that significantly boost your commissions.

TRENDS

Data shows that while the number of farms in the U.S. has been shrinking over the decades, the average farm size has been growing. The industry is presented with the challenge of increasing food production in order to meet the demands of a constantly growing population. Key to this challenge is increasing productivity and efficiency through technology, including use of computers, GPS and drones.

CHALLENGES

The most common challenges faced by agricultural customers are similar to the challenges faced by commercial accounts in other market segments:

- Maximizing productivity while minimizing costs
- High fuel and parts costs
- Extreme operating environments
- Expensive repairs and downtime
- Poor fuel quality
- Keeping up with changing technology

Extreme operating environments are especially prevalent in agriculture. Focus on the outstanding protection properties of AMSOIL products in temperature extremes to demonstrate how they can reduce costs and prolong equipment life and efficiency.

DIESEL ENGINES

Conventional oils struggle to provide adequate protection in the face of heavy hauling, extreme temperatures, excessive idling, dirt and other challenges. AMSOIL synthetic diesel oils, on the other hand, are formulated for the toughest operating conditions farmers encounter, helping increase equipment life and profitability.

AMSOIL SIGNATURE SERIES MAX-DUTY SYNTHETIC DIESEL OIL

- Our most advanced formula
- 6X more engine protection[1]
- Outstanding protection for newer and older equipment
- Compatible with all exhaust treatment devices

AMSOIL HEAVY-DUTY SYNTHETIC DIESEL OIL

- Excellent protection and performance
- 4X more engine protection[2]
- Outstanding protection for newer and older equipment
- Compatible with all exhaust treatment devices

WHAT DO FARMERS VALUE IN A DIESEL OIL?

According to survey data, farmers value equipment protection above all else, followed by warranty compliance. In order to reach these customers, it's important to focus on the outstanding protection and performance benefits provided by AMSOIL synthetic diesel oils. Emphasis on AMSOIL Warranty Secure messaging may also be needed to close a sale.

MOST IMPORTANT ATTRIBUTES IN A DIESEL OIL

85.4%
PROTECTS VITAL PARTS

61.0%
COMPLIANCE WITH EQUIPMENT MFG WARRANTY

33.3%
BRAND

30.0%
PRICE

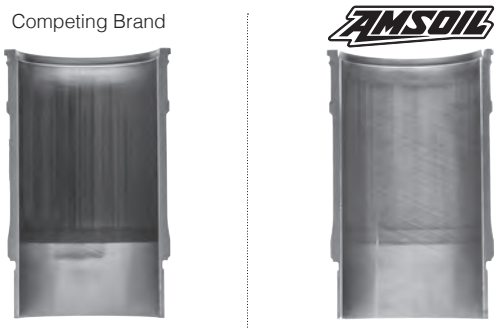
22.5%
FLOWS IN COLD WEATHER

Source: Farm Journal Database E-mail Survey, May/June 2014, 244 respondents

[1]Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.
[2]Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.

AMSOIL Diesel Oil Fights Wear

AMSOIL delivers **powerful engine protection.** How good is it? In third-party testing compared to a leading brand, AMSOIL diesel oil provided long-lasting wear protection, **keeping cylinder liners looking like new.**[DD]



[DD]*Based on third-party testing of AMSOIL 5W-30 Signature Series Max-Duty Synthetic Diesel Oil and a leading conventional 15W-40 diesel oil using the Detroit Diesel® DD13 Scuffing test for specification DFS 93K222. ®All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.*

HYDRAULIC SYSTEMS

Hydraulic systems in tractors and other farm equipment require clean, high-quality fluid to function reliably. Problems farmers encounter with their hydraulic equipment include the following:

- Leaking pumps due to incompatibility with seals
- Oil oxidation, which contributes to increased viscosity
- Extreme heat, which causes damaging varnish formation that can reduce flow, plug filters, stick valves and increase friction
- Formation of harmful deposits
- Excessive foam leading to pump cavitation

AMSOIL SYNTHETIC HYDRAULIC OIL

- Promotes reduced maintenance and maximum efficiency
- Provides all-season performance
- Reduces oxidation, varnish, deposits and wear
- Helps prevent foam
- Compatible with hydraulic-system seals

COOLING SYSTEMS

Because modern engines kick out increased horsepower from increasingly compact designs, they operate at higher temperatures that tax cooling systems. Unfortunately, coolant maintenance is often neglected, leading to problems such as scale, corrosion, reduced efficiency and engine failure.

AMSOIL HEAVY-DUTY ANTIFREEZE & COOLANT

- Fully formulated: DOES NOT require the use of supplemental antifreeze/coolant additives (SCAs) or extenders
- Protection up to 1,000,000 miles, 20,000 hours or 8 years, whichever comes first
- Ethylene glycol 50/50 pre-mix formulation
- Proprietary hybrid organic acid technology (HOAT) formulation is further enhanced with anti-scalant, anti-fouling and water-pump lubrication additives
- Phosphate-, nitrite-, silicate-, borate- and amine-free
- Compatible with all other antifreeze and coolant colors

AMSOIL Coolant Resists Corrosion

In third-party, industry-standard testing, cast-iron and copper plates protected by AMSOIL showed virtually **no signs of corrosion.**[HH]

[HH]*Based on results of the ASTM D2570 corrosion test.*

FUEL SYSTEMS

Diesel engines are susceptible to fuel-system deposits and wear, reducing equipment performance and life. AMSOIL diesel fuel additives provide an excellent door-opener.

AMSOIL DIESEL INJECTOR CLEAN

- Cleans dirty injectors
- Lubricates pumps and injectors to reduce wear
- Extends fuel-filter life
- Improves fuel economy
- Helps prevent fuel/water emulsions

AGRICULTURE PRESENTATION

View the full Agriculture presentation recording in AMSOIL University within the Dealer Zone (Sales & Business Development>Commercial Program Training Recordings).

Breaking Down Viscosity

Honey and water flow differently – that's viscosity.

The physical properties of lubricants include important characteristics like viscosity, shear stability, high- and low-temperature performance, water resistance and volatility. Lubrication science seeks to optimize a lubricant's performance by managing these properties through the use of different base oils and additives. Of the fundamental physical properties, viscosity – the measure of the internal friction of a liquid, or its resistance to flow – is one of the most critical.

To help visualize differences in viscosity, think about how honey and water flow when poured. Water runs fast and easy while honey flows thick and slow. The contrast is due to their different viscosities. What causes that difference? When external forces such as gravity act on a fluid, the molecules within the fluid begin to move against each other, resulting in molecular-level friction that resists flow. The greater the internal friction, the higher the viscosity of the fluid. How the viscosity of a fluid reacts to changes in temperature, pressure or speed determines how well a fluid can perform the basic functions of a lubricant.

Viscosity is an important characteristic to consider when determining which fluid is most suitable for an application. If viscosity is too low, friction between mating components generates heat and excessive wear. A viscosity that's too high can cause heat, increased energy consumption and a lack of lubrication as the fluid may not be able to pass through small passages as readily.

A lubricant's viscosity range is often reported by using a grading system such as those established by the Society of Automotive Engineers (SAE) or the International Organization for Standardization (ISO). Requirements for gasoline and diesel motor oils have been set forth in the SAE J-300 Engine Oils Viscosity Classification and the American Petroleum Institute (API) Service Classification.

Knowing that a fluid's viscosity is directly related to its ability to carry a load, one would think that the more viscous a fluid, the better it is. However, use of a fluid with a higher-than-recommended viscosity can be just as detrimental as using an oil whose viscosity is too low.

Using lubricants with inadequate viscosity for the application may lead to the following issues:

- Increased metal-to-metal contact
- Increased friction and wear
- Increased oil consumption
- Leaking seals

Using lubricants with too high a viscosity for the application may lead to the following issues:

- Increased fluid friction
- Increased operating temperatures
- Poor cold-temperature fluidity
- Reduced energy efficiency

The key is to select a fluid with a viscosity that is not too low or too high. The viscosity of an effective lubricant must be adequate to keep moving parts separated under normal operating temperatures, pressure and speed.

Temperature

Lubricant base oils thicken as they cool. As their temperature continues to drop, they eventually solidify. This thickening increases the lubricant's load-carrying capabilities, but its ability to circulate becomes significantly impaired. On the other hand, fluids thin when heated, decreasing their ability to carry a load and prevent metal-to-metal contact.

Pressure

Proper viscosity for the intended application is critical to ensure that forces applied to the oil do not result in increased component wear. Applying extreme pressure to oil can lead to mechanical shear, which lowers the film strength and leads to metal-to-metal contact and wear. However, viscosity that is too high can cause oil starvation by not flowing through small oil passages. Optimizing viscosity ensures oil can circulate properly and provide adequate film strength on components.

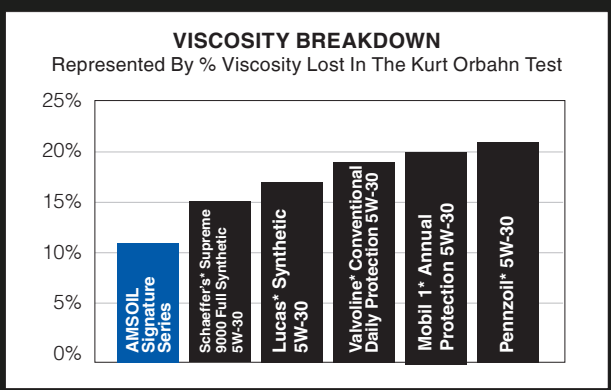
Speed

Whether the application is a grease-filled bearing or oil-filled gearbox, one must consider the lubricant's optimal viscosity based on the application's running speeds. As speed increases, components may require a lower-viscosity oil to operate efficiently.

Furthermore, high viscosity or speed may also increase the lubricant's film thickness, which increases fluid friction. If the viscosity is too high, fluid friction generates excessive heat that shortens the lubricant's life.

Signature Series Fights Viscosity Breakdown

AMSOIL Signature Series Motor Oil fights viscosity breakdown **better than the competition**,º providing superior protection of pistons, cams and bearings.



*ºBased upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Schaeffer's Supreme 9000 5W-30, Lucas Synthetic 5W-30, Valvoline Conventional Daily Protection 5W-30, Pennzoil 5W-30 and AMSOIL Signature Series 5W-30 in the Kurt Orbahn test. Oils purchased on 05/03/18. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, expressed or implied, is made by their use.*

Viscosity control

AMSOIL synthetic lubricants are designed to deliver the optimum viscosity for their intended applications. Advanced base-oil formulations and additive packages provide robust protection against viscosity breakdown for reliable protection and performance.

MONTHLY LEADERS

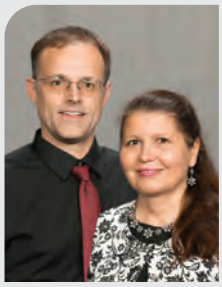
The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.

Jason & Julianne Wynne
Ohio
12-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
THIRD
Personal Group Sales
FIRST
New Qualified Customers
SECOND
New Customer Sales

Dave M. Mann
Michigan
12-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Total Organization
FOURTH
Personal Group Sales
SIXTH
New Qualified Customers
SIXTH
New Customer Sales

Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
FIRST
Personal Group Sales
FOURTH
New Customer Sales

Tom & Sheila Shalin
Georgia
6-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization
SEVENTH
Personal Group Sales
TENTH
New Customer Sales

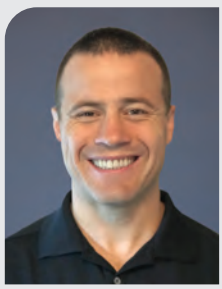


Ches & Natasha Cain
South Dakota
4-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
EIGHTH
Personal Group Sales

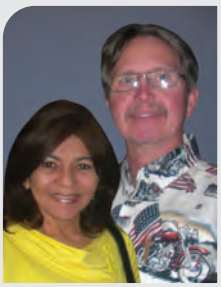
Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBER
NINTH
Total Organization

David B. Richardson
Ohio
MASTER DIRECT JOBBER
FIRST
Commercial Account Sales

Payton Zierolf
Wyoming
1-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Commercial Account Sales

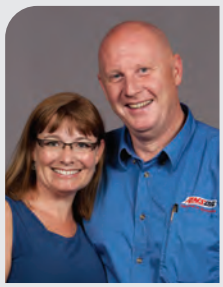


Scott McAdoo
Maryland
MASTER DIRECT JOBBER
THIRD
Commercial Account Sales



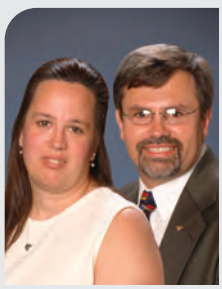
Roy & Raimunda Wileman
Florida
DEALERS
EIGHTH
Commercial Account Sales

Gregory & Norma May
Missouri
REGENCY DIRECT JOBBERS
NINTH
Commercial Account Sales



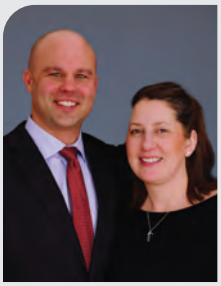
John & Dianne Moldowan
Alberta
REGENCY GOLD DIRECT JOBBERS
SECOND
Retail Account Sales

Dave Boone
Florida
PREMIER DIRECT JOBBER
SIXTH
Retail Account Sales



Peter & Diana Lotito
North Carolina
REGENCY GOLD DIRECT JOBBERS
SEVENTH
Retail Account Sales

Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
NINTH
Retail Account Sales



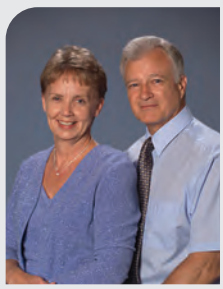
Joseph & Curri Seifert
Ohio
9-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
Total Organization
SECOND
Personal Group Sales
SECOND
New Qualified Customers
FIRST
New Customer Sales

Bill & Donna Durand
Wisconsin
7-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
Total Organization
SIXTH
Personal Group Sales

Bob Wynne
Ohio
7-STAR REGENCY PLATINUM DIRECT JOBBER
SIXTH
Total Organization
FIFTH
Personal Group Sales
THIRD
New Qualified Customers
THIRD
New Customer Sales

George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
Total Organization

Larry L. Crider
Texas
REGENCY PLATINUM DIRECT JOBBER
NINTH
Personal Group Sales
EIGHTH
Retail Account Sales

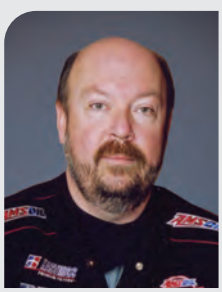


Ray & Kathy Yaeger
Wisconsin
5-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
Personal Group Sales
FIRST
Retail Account Sales

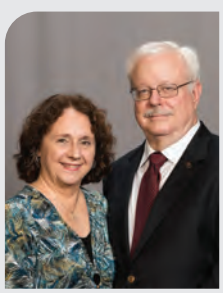
Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
FOURTH
Commercial Account Sales

Merv Nolt
Ohio
DIRECT JOBBER
FIFTH
Commercial Account Sales

Michael H. Ellis
Michigan
5-STAR REGENCY PLATINUM DIRECT JOBBER
SIXTH
Commercial Account Sales



Victor Usas
Ontario
DIRECT JOBBER
THIRD
Retail Account Sales

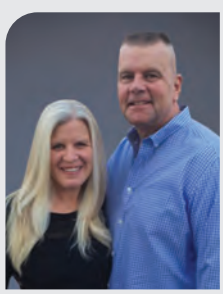


Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
Retail Account Sales

David G. Douglas
Michigan
MASTER DIRECT JOBBER
FIFTH
Retail Account Sales

Michael Scott
Minnesota
REGENCY DIRECT JOBBER
TENTH
Retail Account Sales

Justin Peszko
Virginia
1-STAR REGENCY PLATINUM DIRECT JOBBER
FOURTH
New Qualified Customers
EIGHTH
New Customer Sales



Eric & Valerie Johnson
Virginia
REGENCY PLATINUM DIRECT JOBBERS
FIFTH
New Qualified Customers
FIFTH
New Customer Sales

MONTHLY LEADERS

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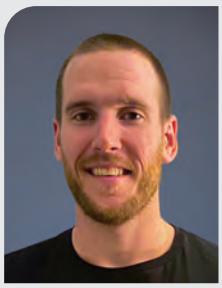
Denis & Lisa Jolicoeur
Manitoba
REGENCY DIRECT JOBBERS
SEVENTH
New Qualified Customers

Will Mangan
Pennsylvania
REGENCY GOLD DIRECT JOBBER
EIGHTH
New Qualified Customers

Eben Rockmaker
Nevada
REGENCY GOLD DIRECT JOBBER
NINTH
New Qualified Customers



Steffan T. Peszko
North Carolina
EXECUTIVE DIRECT JOBBER
TENTH
New Qualified Customers

Ashley Carte
Ohio
1-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
New Customer Sales

Kevin & Dianne Alexander
Oklahoma
EXECUTIVE DIRECT JOBBERS
NINTH
New Customer Sales

Dave M. Mann
Michigan
12-STAR REGENCY PLATINUM DIRECT JOBBER

Joseph & Curri Seifert
Ohio
9-STAR REGENCY PLATINUM DIRECT JOBBERS

Bob Wynne
Ohio
7-STAR REGENCY PLATINUM DIRECT JOBBER

Tom & Sheila Shalin
Georgia
6-STAR REGENCY PLATINUM DIRECT JOBBERS

Mylo & Patty Twingstrom
Minnesota
3-STAR REGENCY PLATINUM DIRECT JOBBERS

Vijay Parany
British Columbia
3-STAR REGENCY PLATINUM DIRECT JOBBER

Justin Peszko
Virginia
1-STAR REGENCY PLATINUM DIRECT JOBBER

Larry L. Crider
Texas
REGENCY PLATINUM DIRECT JOBBER

Eric & Valerie Johnson
Virginia
REGENCY PLATINUM DIRECT JOBBERS

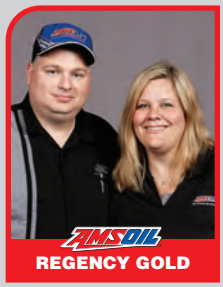
HIGHER LEVELS OF RECOGNITION

David & Robin Huff
North Carolina
REGENCY PLATINUM DIRECT JOBBERS

Eben Rockmaker
Nevada
REGENCY GOLD DIRECT JOBBER

Will Mangan
Pennsylvania
REGENCY GOLD DIRECT JOBBER

Don & Mary Smith
Iowa
REGENCY GOLD DIRECT JOBBERS



Jody & Jean Gordon
Illinois
REGENCY GOLD DIRECT JOBBERS

Joshua Childers
Ohio
REGENCY SILVER DIRECT JOBBER

Ray Teegarden
California
REGENCY DIRECT JOBBER

Mark & Jean Pusen
Georgia
REGENCY DIRECT JOBBERS

Denis & Lisa Jolicoeur
Manitoba
REGENCY DIRECT JOBBERS

Brian & Tracy Klinkner
Missouri
REGENCY DIRECT JOBBERS

Kenneth George
Pennsylvania
REGENCY DIRECT JOBBER

Kevin Arlotti
California
MASTER DIRECT JOBBER

Tim & Teresa Vipond
Florida
MASTER DIRECT JOBBERS

Scott McAdoo
Maryland
MASTER DIRECT JOBBER

Andrew Bolton
Wisconsin
EXECUTIVE DIRECT JOBBER

HIGHER LEVELS OF RECOGNITION

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Ken & Denise Chuderewicz
Pennsylvania
EXECUTIVE DIRECT JOBBERS

Richard Rioux
Ontario
EXECUTIVE DIRECT JOBBER

Teal List
California
EXECUTIVE DIRECT JOBBER

Simon Mishkov
Pennsylvania
EXECUTIVE DIRECT JOBBER

Etienne Jeanson
Quebec
PREMIER DIRECT JOBBER

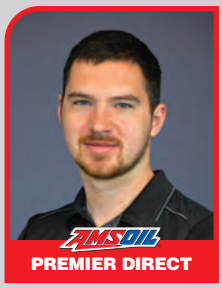
Jim Ault
Ohio
PREMIER DIRECT JOBBER

Adele Leary & Bob Ahonen
Minnesota
PREMIER DIRECT JOBBERS

Dean & Cathy Graybill
Pennsylvania
PREMIER DIRECT JOBBERS

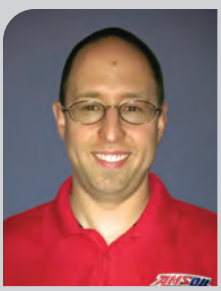
John Coffey
Virginia
PREMIER DIRECT JOBBER

Joe & Karen Romeo
New Jersey
PREMIER DIRECT JOBBERS



Phillip Freeman
Pennsylvania
PREMIER DIRECT JOBBER

Steve Smith
Pennsylvania
DIRECT JOBBER
Sponsor:
Tim Champness
Direct Jobbers:
Michael & Alecia Sparks



Darren Weaver
Pennsylvania
DIRECT JOBBER
Sponsors:
Delmar & Jane Weaver
Direct Jobbers:
Delmar & Jane Weaver

Emmanuel G. Lopez
Texas
DIRECT JOBBER
Sponsor:
K.S. Copeland
Direct Jobber:
K.S. Copeland

Jerry Morton
Illinois
DIRECT DEALER
Sponsor:
Carol Cerny
Direct Jobber:
Carol Cerny

August Close-Out

The last day to process August orders in the U.S. and Canada is the close of business on Tuesday, Aug. 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for August business will be accepted until 3 p.m. Central Time on Friday, Sept. 3. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 6 for Labor Day.

Complete New Dealer Basic Training

Our latest investment in the Dealer opportunity is now available – Dealer Basic Training. It provides the knowledge you need to effectively sell our products and programs, boosting your revenue.

Intuitive and easy to use
Training is divided into four modules:

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

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. Then complete the remaining three modules in any order you prefer.

Mobile-friendly
Each module is made up of several short videos and a knowledge check. A module takes less than an hour to complete. Work on training anytime, anywhere on your device.

Get started now
Dealer training is a great way to help new Dealers start strong while providing an excellent refresher for existing Dealers. Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started.

New Las Vegas Distribution Center Opens Aug. 2

The current Las Vegas Distribution Center will close Friday, July 30 at 12 p.m. It will re-open at its new location Monday, Aug. 2 at 9 a.m.

New address: 6150 East Tropical Pkwy Ste 125 N Las Vegas 89115

ALTRUM®
FOR YOUR HEALTH

- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications, earn commissions
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

Energy Support (ALES)

Maintain a healthy supply of summertime energy with ALTRUM Energy Support. Formulated with nutrients known to support energy production and adrenal function, Energy Support contains B vitamins, green tea, panax ginseng and guarana. Naturally occurring caffeine, equivalent to approximately 64 mg or ½ cup of coffee, is present per serving.

Along with a healthy diet and exercise, boost your energy levels with ALTRUM Energy Support to make the most of your day.

Energy Support

Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALES	EA	(1) 90-ct.	23.34	24.55	25.80
ALES	CA	(12) 90-ct.	280.08	280.08	294.60

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: **1-800-777-7094 | www.altrumonline.com**

72 T-Shirt
Constructed of a 60/40 cotton/polyester blend with distressed AMSOIL graphic.

Stock#	G3729
U.S. Price:	16.00
CAN Price:	21.00

MADE IN THE USA

Grow brand awareness to grow sales

More people recognize AMSOIL than ever, but we have to keep our foot on the gas.

Jamie Prochnow | RETAIL PROGRAM MANAGER

"The reward for work well done is the opportunity to do more." – Jonas Salk

Our growth this year as the world economy returns to normal is testament to the strength of our Dealers and our brand. We've faced the challenges before us with determination and have made the best of a bad situation, as the excellent sales numbers many of you have posted show.

Even so, we can't rest on a job well done – we have to move forward and find opportunities to do more. I challenge everyone to find new ways to grow your business, and the powersports market offers excellent opportunities no matter where you live, particularly in the retail channel.

Thanks to an emphasis on powersports businesses, AMSOIL products are on more retail shelves and in more dealerships than ever. That being the case, we have to defend and expand our hard-won territory.

Maintain communication

Building strong relationships is always important, but doubly so with powersports dealerships. Most primarily sell original equipment manufacturer (OEM) lubricants, and the OEM often uses scare tactics to bully customers into buying its typically more expensive products. Maintain communication with your dealerships to build trust in AMSOIL products and help immunize personnel against OEM scare tactics. Use our periodic promotions or new-product introductions as a reason to stop by or call your dealerships. Remind dealerships about their retail co-op credit and offer to help them redeem credit for qualified advertising expenses. The trick is simply to find ways to talk to your accounts and provide value-added service.

When identifying prospective accounts, use your connections. If you've bought or had equipment serviced at a dealership, use it as a chance to talk about AMSOIL. Tell your story and share why you use AMSOIL products. Excitement, performance and results are contagious and help earn an audience.

Leverage brand recognition

Use our strong brand recognition among powersports enthusiasts to increase sales at other retailers, like auto parts stores and hardware stores. We often hear managers at these businesses say they want to sell a leading brand of powersports lubricants to capture more sales, but they don't have access to OEM lubricant brands. Our powersports product line lets them sell a leading brand to all types of customers, including motorcycle, UTV, marine and more. It helps them become a one-stop shop for enthusiasts who perform their own maintenance.

Service is the difference

Whether focusing on dealerships or other retailers, service is key. It separates us from every other lubricant manufacturer. While our competitors sell to a territory, you sell to your friends and acquaintances. Visit or call your accounts regularly. It's also important to spread roots in your area. Introduce yourself to staff and managers and develop multiple contacts in the business. Always reply to calls or texts as soon as possible and go above and beyond expectations to ensure your customers remain loyal to you.

Train staff

Most staff want a go-to product to recommend to customers. Make sure they have the required knowledge to confidently recommend AMSOIL products. In my younger years, I worked for a large big-box retailer. We received general training, but not much else. Once a month, certain suppliers worked on the sales floor with us. This training made all the difference in the world, and those suppliers' products often became the go-to for our entire department.

We know AMSOIL products are the best; your retailers need to know, too. Personal stories that highlight product performance resonate with staff. Talk about how you've helped other customers save money or extend equipment life. Use stories from your own experience, which is why it's vital that you use AMSOIL products yourself.

You've worked hard to gain new ground and increase sales. Now it's time to get out and service those accounts while looking for new ones. Make it a goal as we close in on fall to talk to one prospect a week and deliver impeccable ongoing service to existing accounts. This way, you'll end the year strong and position yourself for even more growth. Happy selling.

JUMPSTART YOUR DEALERSHIP WITH 15+ NEW BUYING CUSTOMERS

In 2020, Customer-Certified Dealers with just one entry in the customer-assignment pool received 15-18 assigned customers. Dealers who earned more entries in the pool received even more customers.

GET IN THE POOL. GET CUSTOMER CERTIFIED.
Here's how.

- Complete Customer Basic Training.
- Register four new qualified customers.

That's all it takes.

EARN MORE ENTRIES IN THE POOL

- Reach a total of 12 new qualified customers within the past 12 months to receive an extra listing in the customer-assignment pool.
- After that, you receive an additional listing for every eight new qualified customers you bring in.

THE MORE NEW QUALIFIED CUSTOMERS YOU BRING IN EVERY YEAR, THE MORE CHANCES YOU'LL HAVE TO BE ASSIGNED BUYING CUSTOMERS FROM AMSOIL.

Alternate qualification methods:
Have two or more new qualified customers in the past 12 months and meet one of the following qualifications:
• Have been a Dealer for less than one year. • Have 24 or more active buying customers.
• Have more than $10,000 in personal product purchases plus 5 or more active buying customers.
*The number of customers you will receive after being entered into the customer-assignment pool may vary and is not guaranteed.

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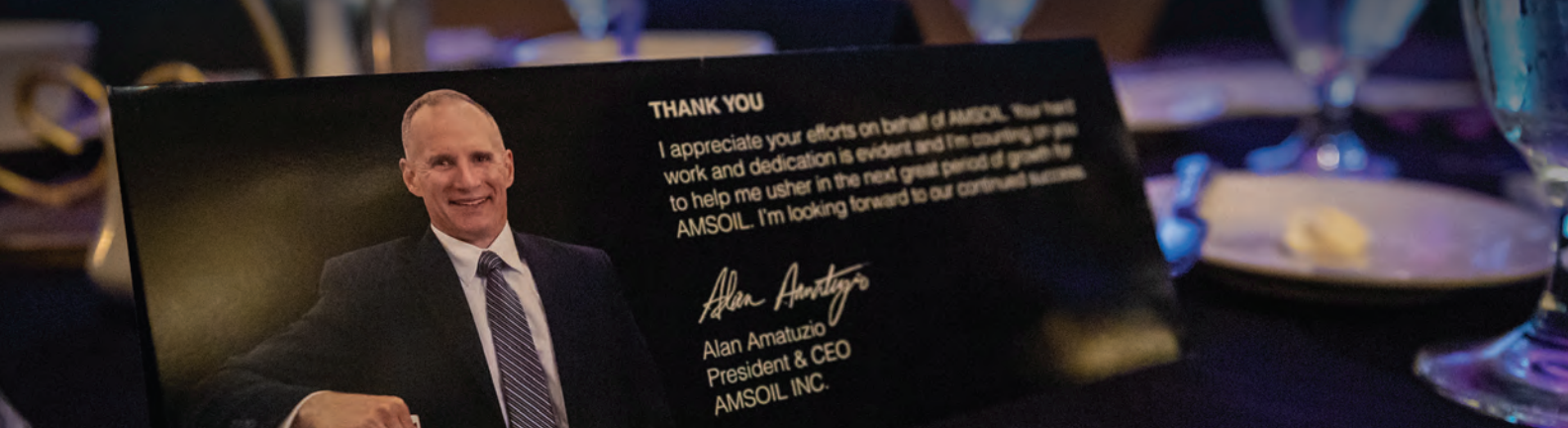
DJ Convention: **GONE VIRTUAL** Oct. 8-9

THE NEXT50
Commitment • Collaboration • Success

Join us this fall as we celebrate at the 2021 AMSOIL Direct Jobber Virtual Convention.

This exciting online event will feature:

- **Innovative** sales and marketing training from corporate staff
- **Virtual** networking opportunities
- **Insight** into our strategies to support the next 50 years
- **Celebrations** of Direct Jobber achievements
- **And more**

Join other AMSOIL Direct Jobbers for a unique blend of training, fellowship and fun. Watch the Dealer Zone for registration information.