

**INSIDE:**  
New Signature Series  
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► DEALER EDITION

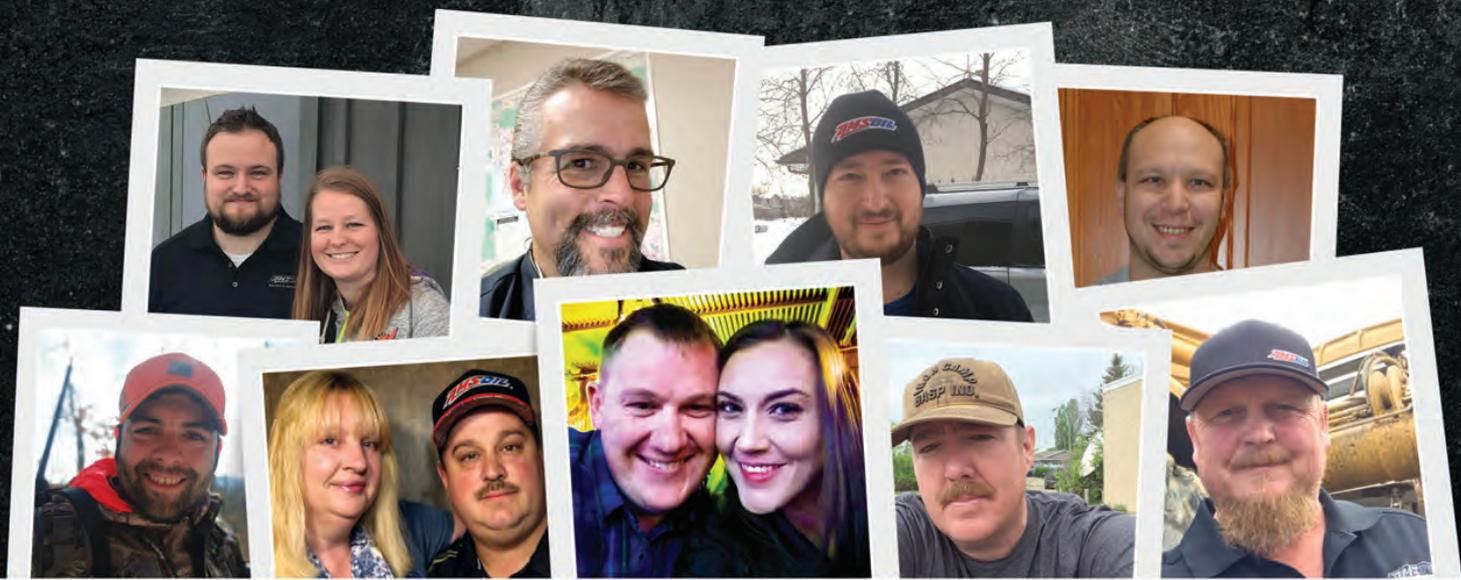
MAGAZINE

MARCH 2019



# Top New Dealers of 2018

| PAGE 10



# WHY BUY OE SYNTHETIC MOTOR OIL?

**DO YOU  
DRIVE IN HOT  
TEMPERATURES?**



**Fights heat** to control deposits, prevent thickening and limit oil consumption

**DOES YOUR  
VEHICLE HAVE A  
TURBOCHARGER?**

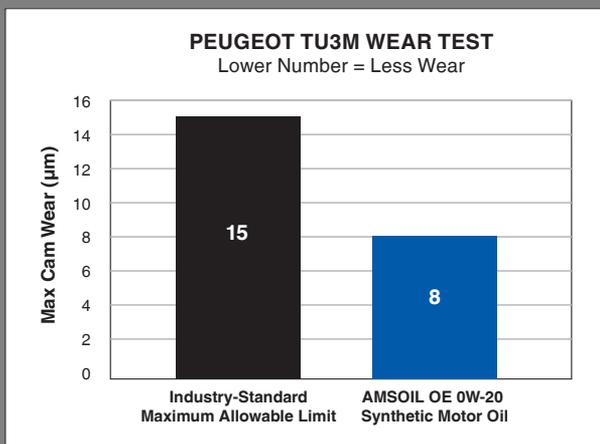


Achieved **100 percent protection** against low-speed pre-ignition (LSPI)<sup>2</sup>

**DO YOU WANT  
EXTRA ENGINE  
PROTECTION?**



**47 percent** more wear protection<sup>1</sup> than required by the GM dexos1 Gen 2 specification



<sup>1</sup>Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification. <sup>2</sup>Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. \*All trademarked names 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.





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**Letters to the Editor**

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**THE COVER**

New Dealers join the AMSOIL family every day. This month we're taking a look at Dealers who started in 2018 and have their businesses moving in the right direction.



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# From the President

AMSOIL founder Al Amatuzio said success comes down to three things – selling, sponsoring and training. I'd add hard work to that. Our job is to provide you the tools in the form of excellent products, programs, sales tools, branding and training. Your job is to use them to generate sales and new customers.

An old saying in business is “Nothing happens until a sale is made.” To earn money through your AMSOIL business, you have to sell products. Most Dealers start by selling products to friends or anyone they meet who is interested in AMSOIL products. Many of them use our catalogs and handouts to help in person, and our digital assets to follow up online or by text. Some focus heavily on online business and others work trade shows. Those with a little more experience use our Retail and Commercial Programs to increase their incomes. Of course, the best Dealerships pursue sales through some combination of those channels. No matter your approach, you will need to establish and maintain a certain level of personal sales to succeed in this business.

Sponsoring is something we've always encouraged Dealers to do, but our approach has evolved through the years. In the early days, the name of the game

was to recruit and make everyone a Dealer. We didn't have the program options then that we have now, and the best way to buy AMSOIL products was to be a registered Dealer. That method worked for a long time, but now it can result in dissatisfaction and frustration. Proper program selection for prospective customers is important. You need to select a program that suits them best. If someone is only looking to buy AMSOIL products at lower prices, the P.C. Program is the way to go. And, it is common for P.C.s to become Dealers later on. If someone wants to earn income, then introduce them to the Dealership opportunity. New Dealers don't have to sign up with grand intentions. On the contrary, we welcome and embrace those who are seeking supplemental income. You will be more successful recruiting Dealers if you present the opportunity as such. Focusing your efforts on finding and nurturing new Dealers seeking supplemental income will pay dividends. One person simply can't accomplish what many can. Sponsoring allows you to multiply your efforts by building a sales team that will also sell and sponsor, increasing your overall volume and allowing you to earn top dollar on your combined commission credits. That's when your business really takes off.

Getting people into the right program and sponsoring quality new Dealers is important, but leaving them unattended afterward won't accomplish anything. You have to help them along and show them how to be successful and work within our system.

Help your Dealers get started and motivate them when they excel and you will establish a strong team with a high retention rate that will help them and you earn income.

Don't ignore your own training, either. Use the resources we provide to stay up to speed on industry developments and our latest products and programs. We supply a steady stream of information in the form of AU Online courses, PDF training manuals, this magazine and more. Take advantage.

There you have it. Selling, sponsoring and training. If you keep up with those things, and apply diligent effort to each along the way, you will have a successful, profitable business.

**Alan Amatuzio**  
President & CEO

# USE INCENTIVES TO INCREASE SALES IN THE COMMERCIAL MARKET

Registering commercial accounts can be a challenge. Free shipping, simplified discounts and the Dispensing Equipment Program are all designed to help you gain new commercial accounts and increase sales.

## Free Shipping

Commercial accounts receive free shipping for orders totaling \$350 (\$450 Can.) or more. If the order total is less than \$350 (\$450 Can.), a flat shipping rate of \$11.99 (\$13.99 Can.) will apply. Lift-gate fees and Canadian interline fees still apply, even when meeting the \$350 (\$450) threshold.

## Simplified Discounts

We've also simplified the discount process and made it easier for accounts to receive higher discounts faster. Accounts receive a locked-in discount for the entire year.

At the beginning of each year, an account's discount is locked-in based on its purchases over the previous 12 months. Accounts that purchase enough to qualify for a discount are granted that discount immediately, and continue receiving that discount for the remainder of the year.

## U.S. DISCOUNT LEVELS

Spend Level	Discount
\$5,000 - \$9,999.99	5%
\$10,000 or more	10%

## CANADA DISCOUNT LEVELS

Spend Level	Discount
\$6,000 - \$11,999.99	5%
\$12,000 or more	10%

In addition, new accounts will receive an annualized rate for purchases so they can earn their discounts at the end of the year regardless of when they registered.

## Dispensing Equipment Program

Large commercial accounts often prefer to buy lubricants in bulk, and they rely on lubricant dispensing equipment to perform oil changes.

We partner with Graco® International to provide industry-leading lubricant dispensing equipment to Co-op Certified Dealers through the AMSOIL Dispensing Equipment Program. Dealers can use the program to help secure contracts with large-volume commercial accounts that value lower prices, reduced waste and space-saving bulk packaging.

Through the program, we subsidize up to 50 percent of the equipment cost while the Co-op Certified Dealer is responsible for the balance. This will automatically be deducted over time from the Dealer's monthly commissions to reduce up-front, out-of-pocket cost.

The Dispensing Equipment Program is currently limited to Dealers in the contiguous U.S.

## Qualifying Accounts

Eligible accounts should exhibit the following:

- Interest in using AMSOIL lubricants to replace a current supplier, increase usage or transition from packaged to bulk lubricants.
- Current usage of, or commitment to using, a minimum of 250 gallons or more of a single viscosity lubricant over a two-year period.
- Willingness and authority to sign a two-year volume purchase contract.
- Space for a Graco mobile cart and a 30- or 55-gallon drum. Account must own an air compressor to drive the pump.
- Understanding of and willingness to perform bulk inventory management. Dealers may need to educate accounts or provide short-term product management services.

After identifying and qualifying an account for the program, contact your field sales representative or regional sales manager to complete an opportunity analysis.

"The Dispensing Equipment Program is an outstanding tool for registering



accounts who prefer buying in bulk or are looking for better pricing," said Commercial Program Manager Jamie Prochnow. "Switching from cases of quarts to 55-gallon drums can have serious cost savings. For example, looking at just 0W-20, making that switch yields a savings of \$1.11 per quart for Signature Series, \$1.12 per quart for XL and \$0.65 per quart for OE. In addition, Dealers have helped accounts decrease their administrative burdens and waste through this program.

"When you pair savings like this with free shipping and purchase discounts, you have a powerful combination for gaining and retaining accounts, which can have a profound impact on your business. **Our numbers have shown accounts' monthly average spending nearly doubles once they have access to dispensing equipment and bulk package sizes.**"

For more information, read the AMSOIL Dispensing Equipment Program flyer in the Dealer Zone (Product and Program Lit>Dealer Literature>Dispensing Equipment Program).

# LETTERS TO THE EDITOR

## PRODUCT SUGGESTIONS

I purchased a 2018 F150 Raptor\* this year. The truck is equipped with the new 10R80 transmission, which requires MERCON ULV transmission fluid. Will AMSOIL be producing a new fluid that will meet the specs for this vehicle's transmission? I already replaced all my other fluids with AMSOIL products and loved how my previous truck, 2006 RAM 1500\*, performed with your company's transmission fluid. Hoping we'll see something available soon.

Thanks,

**Lance Marushige**

I'm writing to inquire if AMSOIL will supply Signature Series 0W-20, Volkswagen\* spec 508 oil.

Thank you,

**Ben Kehe**

*AMSOIL: Thank you for your inquiries, Lance and Ben. It's great to hear you're converting your vehicles to AMSOIL products. We are currently closely evaluating both these specifications and associated opportunities. Stay tuned.*

## OE 0W-16

I just wanted to comment on the OE 0W-16 cap color. It should be gray because the rest of the OE product line is color-coded for each weight. It will be very confusing to retail service centers that service a lot of AMSOIL products because it is the same color as the OE 5W-20. Plus, it should be a very easy sale to retail accounts because our price is very low compared to others on the market. Not many auto parts places even have a full case on hand. I think it is going to be a big sale for us that targets retailers that do services.

Thanks for listening.

**Rodney Surratt**

*AMSOIL: Thank you for your suggestion and positive feedback, Rodney. Although we considered using gray caps for OE 0W-16, we do not use gray caps with any other products and could not justify the costs associated with adding a new color for a single product. We may introduce additional cap colors in the future as we continue expanding the AMSOIL product line. In the end, a black cap was selected for OE 0W-16 because it is least*

*susceptible to incorrect selection. That said, it's important to always read the label before using any product and not select a product based solely on cap color.*

## AAA OIL CHANGE

I took my Subaru\* Forester\* to AAA in San Jose for an overall inspection and oil change. I usually do the changes myself, but am now hampered due to Parkinson's and there was a critical need to prep for our move to Kansas. AAA refused to use my provided AMSOIL oil and filter, and said they would only use Mobil 1\* oil and ProSelect\* oil filter. I argued with them to no avail as I was to leave in a day or two.

My question is, are they allowed to do that since my wife is a member and it was a special offer? The offer did not say one must use their oil. It just seems wrong that they would not use my AMSOIL since I told the manager I would sign to waive any liability.

Sincerely,

**Dennis Graham**

*AMSOIL: Thank you for your letter and loyalty to AMSOIL products, Dennis. Not all businesses will install customer-supplied oil and filters, which is their prerogative. Our best advice is to call around and locate an oil-change business that is willing to install the oil and filters you supply. Better yet, register a local oil-change business as an AMSOIL retail account and have your oil changed there.*

## MP SPRAY NOZZLES

Being an AMSOIL Dealer for over 20 years, I have seen the AMSOIL product line change and advance rapidly. Almost all of the changes are exciting and easily understood. I must, however, share with you one AMSOIL product change that was made a few years back that has continually driven me mad every time I use it.

AMSOIL MP spray nozzles of yesteryear provided an almost laser-like precision spray, with or without the straw. The nozzles on the current MP cans are a slobbering mess. Most of the product runs down the front of the can, all over your hands and splatters everywhere on the item I am attempting to lubricate (with or without the straw).

It used to be a great sales tool to give a prospective customer a can of MP to introduce them to the excellent AMSOIL lineup of lubricants. After all, who doesn't like a penetrating oil that really works?

I haven't given a can away in a long time since the new nozzles and am writing you this now as I am embarrassed by the mess I just made all over my workbench trying to spray just a bit of MP on a part.

Certainly AMSOIL can do better. Please change these nozzles and quick!

Regards,

**Sasha Kokesch**

*AMSOIL: Thank you for sharing your concerns about MP's spraying characteristics, Sasha. We work hard on making our products the best, and issues like that certainly tarnish that image. We will investigate, identify the cause and address it.*

## MOTORHOMES

How come AMSOIL does not list oils for Class A motorhomes? All the Class A gas rigs are built on F53/F59 chassis since Ford\* is the only manufacturer of the Class A chassis.

**Steve Piatek**

*AMSOIL: Thank you for your question, Steve. Unlike passenger car/light truck applications, we do not have a resource to provide us the OEM specifications for motorhomes, which makes it extremely difficult to offer an online application guide. We are, however, working to improve our coverage with motorhomes and other applications to help customers search for the appropriate AMSOIL products.*

Email letters to:  
**letters@amsoil.com**

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



Mark Nyholm | TECHNICAL MANAGER, HEAVY DUTY AND MECHANICAL R&D

## Engine Oil Should Change with Temperature

We design our oils to withstand the effects of large temperature swings.

I was talking to a respected diesel magazine editor recently when he mentioned a question his readers sometimes pose: How do dramatic temperature swings affect engine oil?

Boy, did he come to the right place for the answer to that question. Big temperature swings are common in much of North America. In February 2011, the town of Nowata, Okla. saw a record low of -31°F (-35°C). Just a week later the temp climbed to 79°F (26°C). That's a 110°F (61°C) swing in only a week.

The underlying concern for motorists is that ambient temperature changes will permanently degrade engine oil. So, is it possible? When using AMSOIL synthetic lubricants, the short answer is no. But, if your customer is using conventional oil, the answer is much longer and can get a little muddy.

To illustrate, suppose you had been in Nowata during that record-setting week and you had been using conventional oil. Early in the week, the oil would have thickened in the cold – maybe enough to prevent the engine from starting. If the engine had started, the oil pump could have sheared the ultra-thick oil, permanently reducing its viscosity. Oil that has lost viscosity can fail to provide adequate wear protection, placing your engine at risk.

By the weekend, with the temperature rising, you had shed your winter coat and broken out the shorts. Feeling energized, you loaded the UTVs on the trailer and decided to hit the trailhead.

The warmer temps, combined with towing, could have increased your engine's operating temperature

enough to oxidize the oil, permanently increasing its viscosity. This leads to reduced fuel efficiency since the engine has to work harder to circulate the thicker oil. It also increases oil temperature, further hastening chemical breakdown, which invites harmful deposits and reduces the oil's service life.

Oil formulators know that temperatures change continually. Extreme temperatures are common all over the world, and we don't want oil to permanently change viscosity due to your local weather. This is why oil is designed to *temporarily* change with the temperature – in large part due to formulating oil with viscosity-index (VI) improvers. Here's how it works.

VI improver additives contract when it's cold, allowing the viscosity to decrease, or become thinner. This ensures the oil flows readily and provides protection to critical components when you start the engine. It also ensures the oil pump doesn't shear the oil and permanently reduce its viscosity. As the temperature increases, VI improvers relax and slow the rate at which the lubricant's viscosity decreases. Think of VI improver additives like springs. They contract when cold, but stretch when hot. As they stretch out inside the lubricant, they bump into each other and strategically control viscosity.

VI improvers sound great, but they can have drawbacks. Low-quality VI improvers are prone to mechanical shear. As the oil is squeezed through tight tolerances, like the piston ring/cylinder wall interface, the pressure can tear apart, or shear, the VI

improvers. Continuing with our spring analogy, imagine cutting a spring in half. The two pieces will still stretch, but not nearly as much as a complete spring. As a result, the oil loses high-temperature viscosity. Eventually your 5W-40 oil may become a 5W-30. Permanent viscosity loss from shear is not good. Viscosity influences the oil's fluid film, which helps prevent metal-to-metal contact and wear. Every original equipment manufacturer designs its engines with specific clearances designed to be filled by a specific viscosity of oil. If the VI improvers shear too much, viscosity decreases, inviting engine wear.

Like base oils, VI improvers come in a range of qualities. We use high-quality VI improvers that resist shear despite intense stress. As a result, AMSOIL synthetic oils maintain viscosity to provide excellent wear protection despite the weather outside.

So, big temperature changes can affect engine oil, but it's something we know and can design around. AMSOIL synthetic engine oils stay fluid in the cold while maintaining protective viscosity in the heat. They let you rest assured that your engine is protected without permanent damage to your oil, even if the temperature spikes 110°F (61°C) in a week.

# BOOST SALES WITH A BALANCED AMSOIL BUSINESS

An AMSOIL Dealership offers **several ways** to earn profits and commissions – tapping into all the programs available can **greatly** increase your success.

Every Dealer has his or her specialty – some excel at working with retailers and others shine attracting and training a dedicated sales force. Whatever your style and skill set, branching out into all the programs at your disposal will help you create a profitable AMSOIL business.

## PROFITABLE PROGRAMS

Your potential customer base is wide and diverse, so we offer a variety of programs tailored to be valuable to customers and profitable for you.

- Online/Catalog
- Preferred Customer
- Commercial Account
- Retail Account
- Dealer

### ONLINE/CATALOG

People who want to buy AMSOIL products for personal use but aren't interested in a membership typically buy from [amsoil.com](http://amsoil.com) or from catalogs distributed by Dealers. Sometimes they buy directly from a Dealer's home inventory, but with free shipping now offered on all AMSOIL programs, most customers buy direct from the factory. They pay full price for AMSOIL products and you earn retail profits and commission credits based on their purchases. As long as they continue buying through these venues, these customers remain tied to you. They are not protected customers, however, and can register as wholesale customers under another Dealer if they choose. It's important to make sure your customers are aware of all their options upfront to ensure their needs are met and they remain happily in your personal group.

**Example:** One customer purchased one case of XL 10W-30 Synthetic Motor Oil (XLT) online and another purchased one case of INTERCEPTOR® 2-Stroke Oil (AIT) by calling the catalog 800-number.

Retail Profits.....	\$61.75
Commission (2% of 121.72).....	\$2.43
Your Total Profit.....	<b>\$64.18</b>

### PREFERRED CUSTOMER

People who buy more than \$125 in AMSOIL products annually for personal use are good candidates for the Preferred Customer Program. They pay up to 25 percent less than online/catalog customers and you earn commission credits on each of their purchases. P.C.s also receive exclusive offers and free gear, and they earn points on every purchase that can be redeemed like cash on future purchases. The P.C. Program is the fastest-growing AMSOIL program and offers a source of long-term profitability for your AMSOIL business.

**Example:** You registered nine Preferred Customers. Each purchased products worth 150 commission credits in the month.

Preferred Customer #1's Purchase.....	150.00	Preferred Customer #6's Purchase.....	150.00
Preferred Customer #2's Purchase.....	150.00	Preferred Customer #7's Purchase.....	150.00
Preferred Customer #3's Purchase.....	150.00	Preferred Customer #8's Purchase.....	150.00
Preferred Customer #4's Purchase.....	150.00	Preferred Customer #9's Purchase.....	150.00
Preferred Customer #5's Purchase.....	150.00	Your Total Profit (11% of 1,350).....	<b>\$148.50</b>

### COMMERCIAL ACCOUNT

Businesses that have company-owned vehicles, equipment and machinery that can use AMSOIL products are good candidates for the Commercial Account Program. These accounts do not sell AMSOIL products; they use them in their business activities. Landscapers, over-the-road truckers and taxi fleets are great examples of commercial accounts. Commercial accounts buy AMSOIL products at the same price you do, and you earn commission credits and cash commissions on each purchase they make. Commercial accounts carry the potential for high volume – and high profitability.

**Example:** One of your commercial accounts purchased five cases of Signature Series 5W-40 Max-Duty Synthetic Diesel Oil (DEO).

Cash Commissions.....	\$67.90
Commission (2% of 106.45).....	\$2.13
Your Total Profit.....	<b>\$70.03</b>

All AMSOIL products have defined profit values, which can be found in the Dealer Profit List (G3501) or in the Profit Lookup in the Dealer Zone at my.amsoil.com.



### RETAIL ACCOUNT

Retail accounts are businesses such as auto service centers, powersports retailers and parts stores that sell or install lubricants. They buy AMSOIL products at the same price you do, and you earn commission credits and cash commissions on each purchase they make. Just like commercial accounts, retail accounts carry the potential for higher volumes and profits. Also like commercial accounts, they typically require a greater level of service before, during and after the sale. You should have at least one local service center registered as a retail account so you have someplace to send customers who want AMSOIL products but do not want to change their own oil.

**Example:** An auto service center purchased two cases of P.i.<sup>®</sup> Performance Improver Gasoline Additive (API) and five cases of OE 5W-30 Synthetic Motor Oil (OEF).

Cash Commissions.....	\$58.22
Commission (2% of 106.25).....	\$2.13
Your Total Profit.....	<b>\$60.35</b>

### COMMISSION SCHEDULE

COMMISSION CREDITS	YOUR COMMISSION
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

\* with sponsoring requirement

### DEALER

Occasionally you will encounter someone who loves AMSOIL products and wants to earn extra money. You help them get started and coach them along the way. In exchange, their commission credits are added to your total group volume at the end of the month, increasing the percentage of your commission and giving you a bigger payday. Building a successful sales team is the ultimate way of boosting your commissions and adding balance to your business.

**Example:** You registered three Dealers. Each purchased products worth 300 commission credits in the month.

Dealer #1's Purchase.....	300.00
Dealer #2's Purchase.....	300.00
Dealer #3's Purchase.....	300.00
Your Total Profit (3% of 900).....	<b>\$27.00</b>

### ADD IT UP

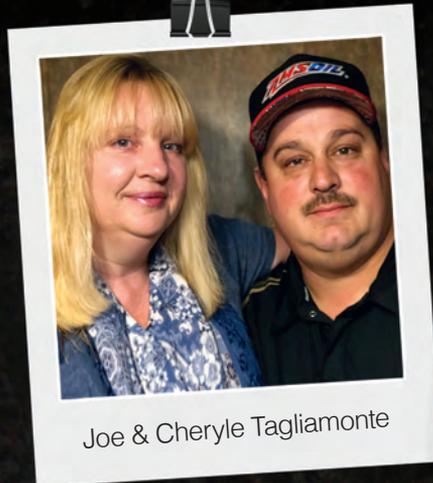
Each program offers excellent profits and real value for customers, but together they offer diversity for your business, which improves strength and profitability. Look what happens to your total earnings when you put all of the programs to work:

**Example:** Compensation from AMSOIL now totals \$705 The total paid to your Dealers would be \$45 (5% of 300, or \$15 to each Dealer), and the rest is yours to keep. Your combined commission credit total is 2,584.42, putting you at 20% on the commission schedule rather than the lower percentages displayed in the individual examples.

	Retail Profit	Commission Credits
<b>Online/Catalog Sales</b>	\$61.75	121.72
<b>Cash Commissions</b>		
<b>Preferred Customer</b>	—	1,350.00
<b>Commercial Account</b>	\$67.90	106.45
<b>Retail Account</b>	\$58.22	106.25
<b>Dealer</b>	—	900.00
Your Combined Retail Profit	\$61.75	
Your Cash Commissions	\$126.36	
Your Commission	\$471.88	
<b>Your Total Profit</b>	<b>\$660.00</b>	



David Tortora



Joe & Cheryle Tagliamonte



Jon & Rachelle Thompson

# TOP NEW DEALERS OF 2018

Building a successful AMSOIL Dealership is no get-rich-quick endeavor. It takes time and effort, knowledge and dedication, willingness to step out of your comfort zone – and a little bit of luck.

Everybody starts at the same place – paying the registration fee. But, after that, every Dealership is unique, just like the people who run them.

Here's a look at how some of 2018's top new Dealers fared during their first year in business.

## MOST NEW CUSTOMERS

### David Tortora – Middletown, N.J.

Among new Dealers in 2018, David Tortora of Middletown, N.J. was second in Most New Catalog Customers, third in Most New Customers and second in Sales to New Customers.

Tortora does most of his AMSOIL work online, and he focuses on different types of businesses – powersports, towing companies and landscapers, for example. Initially, he approaches them on social media, gets contact information, then sends them product-specific emails. Other times he sends out newsletters with general product information. "Sometimes people don't realize all the products AMSOIL has," he said. "Find what people want and sell it to them."

Tortora said he doesn't push people

who are reluctant to give up their favorite brands, and he doesn't take it personally when people say 'no.' "You've been told 'no' since you were a child," he said. But he makes himself available to those who become his customers.

Tortora sees his AMSOIL business as a long-term investment. His goal is to make some extra money. "I want to be able to make \$1,000 clear a month," he said.

### Joe and Cheryle Tagliamonte – Dunnellon, Fla.

Among new Dealers in 2018, Joe and Cheryle Tagliamonte of Dunnellon, Fla. placed third in the Most New Catalog Customers category.

Joe, a full-time dragline (excavator) operator, was initially drawn to AMSOIL products through his interest in motocross. He was an AMSOIL customer for a number of years before moving to Florida, where a friend had used AMSOIL products for kart racing, but lost his connection to his Dealer. "My friend was upset that he couldn't find it anymore," Tagliamonte said. "I'm always trying to solve problems, and not being able to find AMSOIL definitely

fits the bill. So, I went home and started research on how I could get AMSOIL for my friend. That's what kind of sparked my interest in becoming a Dealer."

His sales calls are more like meetings with friends. "I treat every potential customer like a friend instead of a client," he said. "I show them their needs are my main focus, not the money I would make by working with them." Customers become life-long friends and clients with this approach, he said.

Tagliamonte uses AMSOIL online resources. "I filled out the AMSOIL game plan first," he said. "I find it to be very useful in achieving my goals. I find myself always updating my game plan because business is always changing. If you don't set goals for yourself then you have nothing to push toward."

## NEW-CUSTOMER AND RETAIL ACCOUNT SALES

### Jon and Rachelle Thompson – Sahuarita, Ariz.

Among new Dealers in 2018, Jon and Rachelle Thompson of Sahuarita, Ariz. were third in Sales to New Customers and second in Sales to Retail Accounts.



Jason Harris



Jason Foster



Caleb & Margo Kill

Jon, a full-time border patrol agent, first learned about AMSOIL when he was looking for brake fluid for his race car. Before long, he was using AMSOIL products in all of his vehicles and equipment.

As a Dealer, he started by selling to people and businesses he knew, and got his feet wet opening accounts. As his confidence grew, Thompson became certified and eligible for the AMSOIL Locator. He uses the Locator to find potential new customers in areas that are not covered by other Dealers, sometimes planning his prospecting trips around information gleaned from it.

His business plan is to open one new retail or commercial account each month. On his days off, Thompson tries to make contact with 10-20 businesses. "I get a few appointments," he said.

He brings them samples of AMSOIL products specific to their needs. "Give them a taste of it (AMSOIL products), then they want more," Thompson said.

His advice to other Dealers? "Try to start with people you know and gain confidence – that's easier," he said. "Use the products and know them very well."

### **MOST NEW CUSTOMERS – CANADA**

#### **Jason Harris – Regina, Saskatchewan**

Among new Dealers in 2018, Jason Harris of Regina, Saskatchewan, Canada was first in Most New

Customers, first in Sales to New Customers, second in Sales to Retail Accounts, second in Most New Catalog Customers, second in Most New Dealers and second in Top Earnings.

Harris, who is a journeyman crane operator, saw the Dealer opportunity online. His mechanical abilities and knowledge of lubrication put him at ease talking about AMSOIL products. "You just have to talk to people," Harris said. "The best way is to be personable with your customers."

He quickly became certified and attended AU Online. "That taught me stuff that helped," he said.

The quality of AMSOIL products makes them attractive to his customers. "People want to save money, and they want the best products available in their car," Harris said.

He's philosophical about the people who are hesitant to purchase AMSOIL products. "You'll have good days and bad days, but be persistent," Harris said. "Go back to them. Be persistent, and don't give up."

### **COMMERCIAL ACCOUNT SALES**

#### **Jason Foster – Clovis, Calif.**

Among new Dealers in 2018, Jason Foster of Clovis, Calif. was third in Sales to Commercial Accounts.

Foster is a full-time construction superintendent working in the heavy civil industry. His interest in AMSOIL started

when a neighbor, who is an AMSOIL Dealer, gave him a bottle of Quickshot®. "I was so impressed I began asking questions and doing my own research on AMSOIL," said Foster. "I switched all of my vehicles to AMSOIL. I began telling my buddies about the products."

Eventually, his AMSOIL Dealer asked him if he wanted to become a Dealer, and he now spends about eight to 10 hours a week developing his AMSOIL business.

Foster enjoys helping people, so he listens and helps identify potential problems a customer may have. He sees it as a relationship-building process. "It may take one or two months to get a commercial account where they need to be," he said. "It's hard work. My first commercial account took several visits helping with cross-referencing filters. I even went in on a Saturday and changed the oil on three fleet trucks."

He has a five-year plan to gain six commercial accounts and one new Dealer per year. "With my current schedule I want to be sure I spend enough time with new customers and mentor new Dealers to be successful."

#### **Caleb and Margo Kill – McBain, Mich.**

Among new Dealers in 2018, Caleb and Margo Kill of McBain, Mich. were second in Sales to Commercial Accounts.

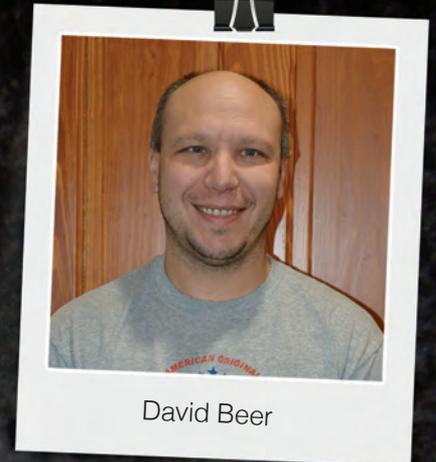
Caleb, who works at a meat-processing facility, is another amateur racer who first learned about AMSOIL products



Chris Olson



Scott Climie



David Beer

on the track. He asked questions, learned more about the products and eventually became a Dealer. He focuses on commercial accounts. "Living in a small-town area, I've used the 'who you know' aspect to get my foot in the door with people," Kill said. "Then I present the product that would benefit that company or person, and tell them of all the amazing things AMSOIL products can do for them. I've always been a bit of a salesman, so selling an amazing product usually isn't too hard."

Kill researches area businesses and determines which AMSOIL products meet their specific needs. "Once they realize the full benefits of switching to AMSOIL, they are very intrigued to try it out, and then they are hooked," he said. "As far as non-business customers, the added length of time between oil changes and the extra protection is usually enough to get them to bite."

His advice to other Dealers starting out is to not give up. "You'll have people tell you 'no,' and that's perfectly fine," Kill said. "You just have to stick with it and you'll get those sales and land those accounts."

### **MOST NEW DEALERS**

#### **Chris Olson – Montclair, Calif.**

Among new Dealers in 2018, Chris Olson of Montclair, Calif. was first in Most New Dealers.

Olson is the manager of a generator

rental company who plays to his strengths. He likes motorcycles and classic cars. "That seems to have paid off a bit," Olson said. "I always have my business cards handy, and whenever I see someone riding a motorcycle or driving a classic car – at the gas station, in the parking lot, or on a motorcycle group ride or at a car show – I always ask them about their bike or car."

Most people tell him they do their own maintenance, and that's when he has an opportunity to let them know about AMSOIL products. "I always tell them I'm an Independent AMSOIL Dealer and give them a card," Olsen said. "I even have cards that say, 'Nice Ride!' with my information printed on the back. I'll put them on parked motorcycles and cars if I see them in a parking lot while I'm out and about. I seem to have the most luck with in-person contacts."

### **RETAIL ACCOUNT SALES – CANADA**

#### **Scott Climie – Lorette, Manitoba**

Among new Dealers in 2018, Scott Climie of Lorette, Manitoba, Canada was third in Sales to Retail Accounts.

Climie is a locomotive mechanic for Canadian National Railway. He said he has had success selling AMSOIL products to work colleagues and family members. "Cold customers are extremely challenging," Climie said. "My service goal is to not push any product, but simply listen to customers' needs and concerns and take it from there."

He researches and gives customers the information they need to make informed choices. "If I don't know the answers to questions, I've gone as far as phoning dealerships for certain information on a vehicle," Climie said. "This has been received well. I want to provide more than product; I want to be there if customers have any questions."

Success lies in knowledge, Climie said. "Keep your expectations in check. Try to learn as much as you can about not only AMSOIL, but all brands," he said. "You need to be familiar with the industry. Honesty gains trust."

#### **David Beer – Nazareth, Pa.**

Among new Dealers in 2018, David Beer II of Nazareth, Pa. was third in Sales to New Customers and first in Sales to Retail Accounts.

Beer is a diesel mechanic at a Ford\* dealership, but it's his role as the family mechanic that sparked his interest in AMSOIL. "I've always taken care of everybody's cars," Beer said. "I needed one oil for them all. I can stick with AMSOIL and put it in everything."

He'd like to one day open his own oil change service and repair shop.

Beer describes himself as a "hands-on, face-to-face person." He often picks up new customers simply through talking with people and word-of-mouth recommendations. "I think that's working for me," he said.



# SECURING YOUR BUSINESS FOR THE ROAD AHEAD

Protect your AMSOIL Dealership by planning for the future early on.

Even if you're not planning to retire from your Dealership any time soon, it's a good idea to start preparing ahead of time. You've worked hard to build your AMSOIL Dealership. The last thing you want is to watch your business shrink or your customers and accounts become dissatisfied after you stop running things.

An AMSOIL Dealership is an independent business and not a franchise of AMSOIL INC. Therefore, AMSOIL will not manage a Dealer's accounts after they retire or pass away. Decisions regarding management of the Dealership and its assets belong solely to the Dealer. That's why it is crucial for you to have a long-term business plan in place for when you can no longer run your Dealership.

## Why is it Important to Have a Plan for Your AMSOIL Dealership?

- Early planning has proven to maintain the value of your business.
- You'll simplify the process of

transferring the Dealership to a successor by making key decisions ahead of time.

- Customers will continue to receive the excellent service they have been provided, even after you retire.
- You'll have peace of mind in knowing your business plans are secure.

## The Choice is Yours

You have two options when it comes to selecting a succession plan for your Dealership. If a family member or friend is interested in becoming a Dealer and taking on your business, you can transfer your Dealership to that designated successor. Or you can sell your Dealership. Determine the value of your business, find a buyer and sell when you're ready. It's up to you.

## Communicate

Having open discussions with family and friends is an important step you can take to prepare for the future of your business. It can also help you determine who is

interested in taking over and continuing your Dealership. The more you prepare ahead of time, the easier the transition will be later on. Talk to your loved ones early on and start developing a plan with them so they will know what your wishes are for your Dealership after you can no longer run it.

The AMSOIL team is here to help. AMSOIL regional sales managers and customer service representatives can assist you in developing your business plan and advise you on what steps you should take to secure plans for your Dealership. You can also visit the Dealer Zone and go to Rules of the Road>Estate Planning for more information on preparing for the future of your Dealership.

Get started today. You'll make the process easier on you and your loved ones, and you'll gain peace of mind knowing your business will be secure for generations to come.

# SEVEN WAYS TO CAPITALIZE ON SPRING OIL CHANGE SEASON

From posting a story on social media to introducing yourself to a repair shop owner, the spring oil change season offers many paths toward a flourishing AMSOIL business. Warmer weather is often the cue to perform vehicle maintenance – oil changes in particular. It's also a great time of year to reach out to existing customers and make new relationships with potential customers. Here are a few ideas to boost spring sales.

## Create a Social Media Post

Tell your story, reach more customers and build relationships. Deliver posts that educate, entertain, inspire or inform to reach a wider audience. You can also share posts from [amsoil.com](http://amsoil.com) – be sure to include your Dealer-number transferring link. For linking instructions, visit the Dealer Zone (Learning Center>Dealer-Number Transferring Links).

1



## Share a Video of Yourself Changing Oil

You're the expert – show off your skills in an informative and fun way. Videos illustrating how to use AMSOIL products can be great resources for current and potential customers. Learn more about creating and sharing videos in the Dealer Zone (AMSOIL University Online>Resource Library>Digital Marketing Tools>YouTube).

2



## Contact Catalog and Preferred Customers

Don't leave any of your customers by the wayside this spring. Some of your customers will be prepping their toys and getting their classic vehicles out of storage. There is no better time to remind them of the performance and protection AMSOIL synthetic lubricants provide.

3





4

#### Offer a Promo

Reach out to car clubs or other organizations and offer a special promotion. If you stock products yourself, offer free delivery of their orders. You can also use promotional merchandise like the AMSOIL-branded shooting targets to sweeten their purchases (available in the Print Center).



#### Contact Customers Who Haven't Purchased in a While

Renew relationships by catching up with an old customer. Whether it's an email or a phone call, you can never go wrong by touching base, sharing the latest news and reminding a customer of the many benefits AMSOIL products provide.

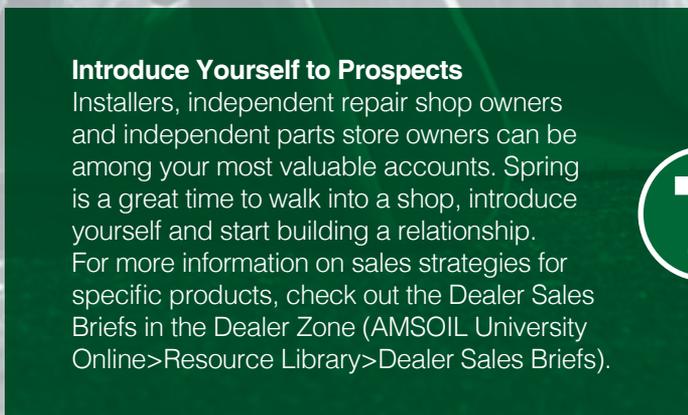
5



6

#### Reach Out to Installers

Spring is typically a busy time for installers – there is opportunity for increased profit for both your account and your own AMSOIL business. Show your support for these accounts by calling to check in or stopping by their shops to see if you can assist in their efforts to keep the spring oil changes flowing.



#### Introduce Yourself to Prospects

Installers, independent repair shop owners and independent parts store owners can be among your most valuable accounts. Spring is a great time to walk into a shop, introduce yourself and start building a relationship. For more information on sales strategies for specific products, check out the Dealer Sales Briefs in the Dealer Zone (AMSOIL University Online>Resource Library>Dealer Sales Briefs).

7





# 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.



**Bill & Donna Durand**  
*Wisconsin*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIRST**  
Total Organization  
**SECOND**  
Personal Group Sales



**Dave M. Mann**  
*Michigan*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SECOND**  
Total Organization  
**FIRST**  
Personal Group Sales  
**FIRST**  
New Qualified Customers  
**THIRD**  
New Customer Sales



**Carol H. Bell**  
*Texas*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**THIRD**  
Total Organization  
**NINTH**  
Personal Group Sales



**Sherree E. Schell**  
*Idaho*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SEVENTH**  
Total Organization  
**SIXTH**  
Personal Group Sales



**Ches & Natasha Cain**  
*South Dakota*  
**3-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
Total Organization  
**FOURTH**  
Personal Group Sales  
**EIGHTH**  
New Customer Sales



**Lynn & Beth Pabst**  
*Wisconsin*  
**2-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
Total Organization  
**THIRD**  
Personal Group Sales



**David B. Richardson**  
*Ohio*  
**EXECUTIVE DIRECT JOBBERS**  
**SECOND**  
Commercial Account Sales



**Valon Sapp**  
*Texas*  
**DIRECT DEALER**  
**THIRD**  
Commercial Account Sales



**James J. Allen**  
*Ohio*  
**REGENCY GOLD DIRECT JOBBERS**  
**SIXTH**  
Commercial Account Sales



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



**Greg & Joan Desrosiers**  
*Alberta*  
**3-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
Retail Account Sales



**Douglas Huculak**  
*Saskatchewan*  
**REGENCY GOLD DIRECT JOBBERS**  
**SEVENTH**  
Retail Account Sales



**Kent & Trudy Whiteman**  
*Utah*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SECOND**  
New Qualified Customers  
**FIRST**  
New Customer Sales



**David & Robin Huff**  
*North Carolina*  
**REGENCY DIRECT JOBBERS**  
**FOURTH**  
New Qualified Customers



**Joann & Robert Smythe**  
*Texas*  
**PREMIER DIRECT JOBBERS**  
**FIFTH**  
New Qualified Customers



**Tom & Sheila Shalin**  
*Georgia*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Total Organization  
**FIFTH**  
 Personal Group Sales  
**THIRD**  
 New Qualified Customers  
**SECOND**  
 New Customer Sales



**Leonard & Marcie Pearson**  
*Washington*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIFTH**  
 Total Organization  
**TENTH**  
 Personal Group Sales



**George & Shirley Douglas**  
*Tennessee*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SIXTH**  
 Total Organization  
**EIGHTH**  
 Personal Group Sales



**Keith & Betty Hartman**  
*Kansas*  
**2-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**TENTH**  
 Total Organization



**Daniel & Judy Watson**  
*Florida*  
**2-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SEVENTH**  
 Personal Group Sales  
**FIFTH**  
 Retail Account Sales



**Thomas Weiss**  
*North Dakota*  
**REGENCY PLATINUM DIRECT JOBBER**  
**FIRST**  
 Commercial Account Sales  
**FIRST**  
 Retail Account Sales



**John O. Brown**  
*Arizona*  
**DIRECT JOBBER**  
**SEVENTH**  
 Commercial Account Sales



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



**David & Linda Trekell**  
*Texas*  
**EXECUTIVE DIRECT JOBBERS**  
**TENTH**  
 Commercial Account Sales



**James E. Gates**  
*Florida*  
**PREMIER DIRECT JOBBER**  
**EIGHTH**  
 Retail Account Sales



**Robert V. Johnson**  
*New Hampshire*  
**REGENCY DIRECT JOBBER**  
**NINTH**  
 Retail Account Sales



**Debra McKenzie**  
*Alberta*  
**REGENCY GOLD DIRECT JOBBER**  
**TENTH**  
 Retail Account Sales



**Joshua Childers**  
*Ohio*  
**PREMIER DIRECT JOBBER**  
**SIXTH**  
 New Qualified Customers



**Will Mangan**  
*Pennsylvania*  
**EXECUTIVE DIRECT JOBBER**  
**SEVENTH**  
 New Qualified Customers  
**FIFTH**  
 New Customer Sales



**Glen Kadelbach**  
*Minnesota*  
**EXECUTIVE DIRECT JOBBER**  
**EIGHTH**  
 New Qualified Customers



# 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.



**Justin Peszko**  
*Virginia*  
**PREMIER DIRECT JOBBER**  
**NINTH**  
New Qualified Customers



**Eric & Valerie Johnson**  
*Virginia*  
**DIRECT JOBBERS**  
**TENTH**  
New Qualified Customers  
**SEVENTH**  
New Customer Sales



**Michael J. Mathe**  
*Tennessee*  
**REGENCY SILVER DIRECT JOBBER**  
**FOURTH**  
New Customer Sales



**Vijay Parany**  
*Ontario*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**NINTH**  
New Customer Sales



**Michael & Tammi Lick**  
*Iowa*  
**PREMIER DIRECT JOBBERS**  
**TENTH**  
New Customer Sales



# HIGHER LEVELS OF RECOGNITION



**Theodore & Kimberly Middleton**  
*Maryland*  
**DIRECT JOBBERS**  
**Sponsor:**  
*Dave M. Mann*  
**Direct Jobber:**  
*Dave M. Mann*



**Alan & Paulette White**  
*Wisconsin*  
**DIRECT JOBBERS**  
**Sponsors:**  
*Scott & Cherie Besser*  
**Direct Jobber:**  
*Elizabeth Hawkin*

GAIN CERTIFICATION. GAIN CUSTOMERS.

# BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

RECEIVE BUYING CUSTOMERS FROM AMSOIL

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

ELIGIBLE FOR CO-OP ASSISTANCE

CO-OP CERTIFIED

LOCATOR CERTIFIED

CUSTOMER CERTIFIED

## CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

## LOCATOR CERTIFIED

- Be Co-op Certified
  - Earn a minimum of \$10 in commissions in the last 6 months
- PLUS**
- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

**OR**

- Have 5 or more active Dealers, Preferred Customers, retail or commercial accounts

## CUSTOMER CERTIFIED

- Be Locator Certified
- PLUS**
- Have 4 or more new qualified customers within the past 12 months
- OR**
- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative 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

### WHAT'S A "QUALIFIED CUSTOMER"?

Check out the new Customer Definition document in the Dealer Zone.

## NEW FEATURE:

### Receive Even More Customers with the Assigned-Customer Multiplier

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. Effective Jan. 5, 2019, if you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional 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. Think of the compounding effect that will have on your commissions. While there are no guarantees, the chart at right shows what you might expect.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	3 - 8
12	2	6 - 16
20	3	9 - 24
28	4	12 - 32
36	5	15 - 40

### March Close-Out

The last day to process March orders in the U.S. and Canada is the close of business on Friday, March 29. 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 March business will be accepted until 3 p.m. Central Time on Friday, April 5. All transfers received after this time will be returned.

### Signature Series Handout

Inserted in this edition of *AMSOIL Magazine*, the new Signature Series Handout (G3576) brings together all Signature Series Synthetic Motor Oil comparisons against industry standards and the competition, providing you a simple and effective way to demonstrate its superior protection and performance.



When working with a prospect, use the handout as a bookmark to mark the Signature Series spread in the AMSOIL market catalogs.

### Signature Series Handout

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G3576	EA	Pack of 10	2.00	2.70

### Diesel Cetane Boost Now Provides Up to 8-Point Cetane Improvement

As you know, we test and evaluate all aspects of our products on a continual basis. Recent testing of AMSOIL Diesel Cetane Boost (ACB) using an extensive variety of fuels reveals we can safely claim it provides an 8-point cetane improvement (instead of 7 points). Pricing and formula remain unchanged. Updated labels and cartons will be available in the spring.

### Performance Tests

The Performance Tests section at [amsoil.com](http://amsoil.com) ([www.amsoil.com/performance-tests.aspx](http://www.amsoil.com/performance-tests.aspx)) is the go-to place to locate all AMSOIL product comparisons to industry standards and the competition. They present valuable tools when working with customers and prospects. Be sure to use a Dealer-number transferring link when following up to ensure you receive credit for all registrations and sales.

### Example

<https://www.amsoil.com/performance-tests.aspx?zo=123456>

### Protect Yourself Against Email Scams

Email scam attempts have become increasingly frequent and sophisticated, and some targeting AMSOIL Dealers are designed to fool you into believing they were sent by an AMSOIL employee. It is important to be cautious of emails that seem out of the ordinary or don't fit the mold of our usual communications. To protect yourself from scams, ask yourself the following questions and follow these tips:

#### Do you know the sender? Is the email address correct?

All legitimate communications from AMSOIL corporate are sent from an @amsoil.com email address, but be wary of spoofing attempts. Even if the name and email address in the "from" box appear legitimate, hover your cursor over the email address. If the pop-up balloon reflects a different email address, the email is NOT from AMSOIL INC. and is likely an attempt to steal personal information. Do not reply to the email or click any embedded links. Simply delete it.

#### Are you expecting an email of the particular subject matter? Is it consistent with your relationship to the sender?

Some email scam attempts may ask you to wire funds or something else out of the ordinary. This should automatically trigger a red flag. If something seems suspicious, trust your instincts. When in doubt, call the sender and ask him or her about the email before you reply or follow an embedded link.

### Metal Protector Available in 4-oz. Spray Cans on March 5

Ideal for tool boxes, tackle boxes and glove compartments, Metal Protector (AMP) will be available in convenient 4-oz. (118-ml.) spray cans on March 5.

Metal Protector effectively lubricates moving parts, silencing squeaks without gumming up mechanisms. It displaces moisture from fresh water or salt water to help prevent corrosion,

and it is the product of choice for drying and protecting electrical and ignition systems. Metal Protector penetrates deep through rust and corrosion to restore movement of rusty parts.

- **Cuts** through rust and frees frozen components
- **Helps** protect against rust and corrosion, even in salt water
- **Displaces** water
- **Stops** squeaks

- **Cleans**
- **Sprays** into hard-to-reach places
- **Protects** electrical equipment
- **Lubricates** moving parts



### AMSOIL Metal Protector

Stock #	Units	Description	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
AMP4SC	EA	(1) 4-oz. Spray Can	2.54	4.15	4.35	5.40	5.65	-	-	-
AMP4SC	CA	(12) 4-oz. Spray Cans	30.45	47.00	49.35	63.45	66.15	-	-	-
AMPSC	EA	(1) 8.75-oz. Spray Can	3.24	5.25	5.55	6.85	7.20	6.60	6.90	8.55
AMPSC	CA	(12) 8.75-oz. Spray Cans	38.87	60.00	63.00	81.00	85.05	75.00	78.75	101.40

\*The 4-oz (118-ml.) spray cans are not available in Canada. Use product code CMPSC for the 8.75-oz. (259-ml.) spray cans in Canada.



# AMSOIL BYPASS SYSTEMS

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat filter sales** • **Earn** great commissions

## AMSOIL BYPASS FILTRATION BENEFITS

- **Significantly** extended engine life • **Efficient** small-particle and soot removal
- **Reduced** maintenance costs • **Improved** oil cooling • **Extended** drain intervals

Bypass Filter Systems			Comm.	U.S.	U.S.	U.S.	U.S.	Can.	Can.	Can.
Stock #	Units	Description	Credits	Wholesale	P.C.	MSRP	Catalog	Wholesale	P.C.	MSRP
BMK21	EA	Universal Single-Remote Bypass Kit	166.65	222.20	233.31	288.90	290.65	294.30	309.02	382.65
BMK22	EA	DUAL-GARD® Bypass Kit	175.53	250.75	263.29	326.00	329.05	332.25	348.86	431.95
BMK23	EA	Universal Dual-Remote Bypass Kit	168.35	240.50	252.53	312.65	316.45	318.75	334.69	414.35
BMK26	EA	Ford 7.3L Dual-Remote Bypass Kit	216.30	309.00	324.45	401.70	408.35	409.60	430.08	532.50
BMK27	EA	GM 6.6L Dual-Remote Bypass Kit	216.30	309.00	324.45	401.70	407.90	409.60	430.08	532.45
BMK28	EA	Ford 6.7L Dual-Remote Bypass Kit	216.30	309.00	324.45	401.70	407.85	409.55	430.03	532.45
BMK30	EA	Heavy-Duty Bypass Kit	196.80	262.40	275.52	341.15	346.50	347.75	365.14	452.10
BMK31	EA	Ford 6.0/6.4L Single-Remote Bypass Kit	273.00	390.00	409.50	507.00	509.65	516.65	542.48	671.60
BMK32	EA	GM 6.6L Single-Remote Bypass Kit	262.50	375.00	393.75	487.50	490.30	496.80	521.64	645.80
BMK33	EA	Ford 6.7L Single-Remote Bypass Kit	262.50	375.00	393.75	487.50	490.35	496.80	521.64	645.80
BMK34	EA	Cummins* 5.0/5.9/6.7L Single-Remote Bypass Kit	210.00	300.00	315.00	390.00	392.45	397.45	417.32	516.65



**Peter Markham** | REGIONAL SALES MANAGER

## Ensure success for your successor

Take steps to safeguard the legacy of your Dealership.

You've worked hard to build your AMSOIL Dealership, and eventually the time will come to transfer or sell it to someone else. Whether it's a family member, friend or someone else, it's important to ensure your customers will continue to receive the excellent service on which you built your Dealership. The best way to ensure a smooth transition is to identify your successor early and to provide training.

### Your successor must register as a Dealer.

This is step one. Your successor will not assume your Dealer account. Instead, we transfer your customers to the new Dealer, and business is conducted under his or her unique Dealer number.

### Encourage your successor to complete the Dealer Certification Program in AU Online of the Dealer Zone.

The program provides a solid foundation on which to build an AMSOIL business. Upon completion, your successor will be recognized as a Co-op Certified Dealer.

### Introduce him or her to your business.

Schedule face-to-face meetings with your successor. Multiple meetings allow productivity without the urge to rush the process. You've built your business over many years; it's unrealistic to think your successor can learn everything in a lone meeting.

### Review how you administer your business.

How do you handle day-to-day operations? Your successor will likely incorporate his or her own ideas, but sharing your processes helps shape his or her activities. Highlight ways

you've added value to the business or to customers.

### Explain how you promote the business.

Your successor will decide how best to grow the business, but sharing what has worked will set him or her on the right path. Also, share what *hasn't* worked. He or she might as well learn from your mistakes, just as you have.

### Review all your customers in detail.

Cover the following for each customer:

- How you communicate with the customer/downline Dealer
- How the customer orders
- How you service the customer
- Sales tools/assets you provide
- How do you support/train your downline Dealers

When possible, introduce your successor to each customer. I recommend face-to-face meetings with retail and commercial accounts. This helps prepare the customer for the future hand-off while providing a chance to share insights about the customer with your successor.

Korean War veteran and Dealer Marlin Houck applied many of these principles as he transitioned his Dealership to his granddaughter, Rebecca Engle. Houck began his Dealership in 1977 and slowly rose to Direct Jobber status. Eventually, he recognized he could not continue the business indefinitely, and he reached out to Engle to take over his Dealership.

"I guess you could say the real transition began 19 years ago when he introduced me to using AMSOIL in my first car and I signed up as a Dealer," said Engle. "Marlin always told me that

I needed to know the products before I could sell it. Marlin began taking me out to introduce me to his customers. He taught me the importance of dressing to promote the AMSOIL business, and he always wore the AMSOIL logo proudly (unless he was dressed in his Sunday suit for church).

"In the second year we really focused on obtaining my certifications in AMSOIL University," said Engle. "Marlin showed me how he had a foolproof routine of checking his reports and checking his email daily so he didn't miss any new leads and how he kept up with his current customers' statuses. He always stressed the importance of knowing your customer. He taught me how to approach them and when to follow up with them. And, most importantly, how to listen effectively to best serve them."

Transferring or selling your Dealership can seem daunting, but failing to plan for the future inevitably will lead to your business shrinking or your customers growing unhappy. For more insights on the process, visit the Dealer Zone (Rules of the Road>Estate Planning).

As Rebecca Engle reflected on the passing of her grandfather in the spring of 2018, she had these words for Dealers as they prepare for the future: "Think about the time and energy you spent building your Dealership. You don't want to leave it in the hands of someone who is unsure of themselves or the business. Nurture and train those you feel will best represent you and the AMSOIL business in the future. I am looking forward to bringing my son into the AMSOIL family when he is older."



## ?zo= A Powerful Addition to Your Dealer Toolbox

Reach out to prospective AMSOIL customers and Dealers with a personalized Dealer-number transferring link. It's the easiest and fastest way to follow up on potential orders, purchases and applications.

### EXAMPLE MESSAGE:

Bob, it was good to meet you at the gun show. Use this link to get your AMSOIL P.C. account started.

[www.amsoil.com/pc?zo=123456](http://www.amsoil.com/pc?zo=123456)

Let me know if you have any questions. Thanks.

#### John Doe

Independent AMSOIL Dealer  
999.888.7777  
jdoe@test.com  
jdoilsite.com

### HOW TO USE YOUR DEALER-NUMBER TRANSFERRING LINKS:

1. Get the mobile phone number or email address of the prospective customer/Dealer to follow up with him or her.
2. Find and copy the URL of the AMSOIL.com webpage relevant to the prospect's particular interest.
3. At the end of the webpage URL, type ?zo= and your Dealer number.
4. Send this Dealer-number transferring link to your prospective customer/Dealer via text message or email.

### WHY USE DEALER-NUMBER TRANSFERRING LINKS?

- Point potential customers and Dealers directly to relevant product info, program applications and more in one easy click.
- Your Dealer number will be linked when they visit any page on AMSOIL.com (up to 30 days). That means you'll get credit for referring them when they make purchases or submit applications.

For more information, search for the word "transferring" to access the article "**How do I create a Dealer-number transferring link to another page on amsoil.com?**" in the Knowledgebase, accessible from the Quick Links on the Dealer Zone dashboard.



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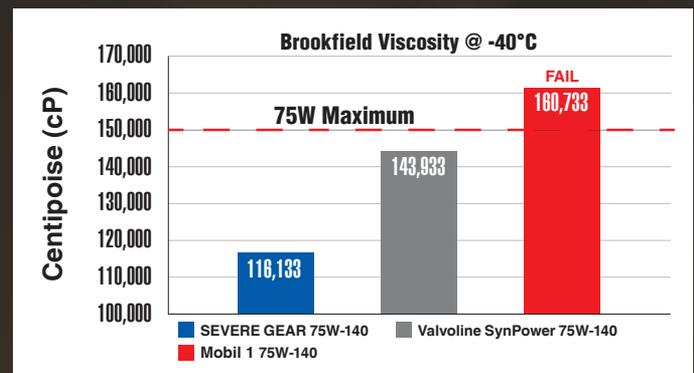
March 2019



## FOR THE ULTIMATE COLD-WEATHER PROTECTION, TRUST AMSOIL

Some gear lubes fail to meet basic low-temperature requirements.

Mobil 1\* 75W-140 Gear Oil, for example, failed to meet the requirements of the industry standard<sup>§</sup>. AMSOIL SEVERE GEAR<sup>®</sup>, on the other hand, **delivers 20% more cold-temperature protection** than the standard requires. It delivers better cold-temperature protection than Mobil 1 and Valvoline\* SynPower\*.



<sup>§</sup>Based upon results of samples of Mobil 1 75W-140 and Valvoline SynPower 75W-140 purchased in 2018 and tested in ASTM D2983 by an independent testing facility in May 2018. Samples sent blind to eliminate bias.

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