

## Tips for Sponsoring

### Sponsoring Expands Your Business

Many people operate under the assumption that having personal group Dealers working the same area is like adding competition. In fact, the opposite is true. It's already been shown that active personal group Dealers expand your income opportunity, so by sponsoring you've really just expanded your sales force.

### Sponsoring Provides Security

An active personal group means security because personal group Dealers keep working even if you can't (residual income). Dealers with strong, active personal groups continue generating commissions, even if they fall ill or can't actively work their businesses for some other reason, because their personal group Dealers are still selling the products and sponsoring new Dealers.

Based on this same principle, an independent AMSOIL business generates retirement income. When successful Dealers retire, their personal groups are often so solid that the business continues to generate income for them.

### Finding Prospects

Many Dealers begin with friends and family, however, sponsoring is often more successful with people outside of family and friends. Virtually anyone you come in contact with is a potential new personal group member. Other members of groups or organizations to which you belong such as a sportsmans club, snowmobile club or Lions club make excellent prospects. Even old classmates might make good personal group Dealers.

Another good place to find potential Dealers is your customer list. Customers often make the best Dealers because they believe in the product and start with a good base of knowledge. Some Dealers find new Dealers through print or radio advertising, trade shows, flyers, the Internet or other promotional activities. No matter where they are found, it is important to qualify prospects and be sure they are not already involved with another AMSOIL Dealer. Refer to the Initial Contact Guidelines Brochure (G2194) for details.

### Spotting a Good Prospect

Although virtually anyone can be an AMSOIL Dealer and no single quality is a guarantee of success or failure, some characteristics provide good indications of future performance.

- People who value AMSOIL products
- People who desire to start their own businesses
- Hard-working, self-starting, stable people
- People with good experience
- People looking for retirement income
- People who are driven
- Successful people
- Busy people
- Personable people
- Husband/wife teams

### Making the Presentation

The most important aspect of sponsoring is knowing the company and the products. Most of the questions prospects will ask can be answered with thorough knowledge of the AMSOIL Business Manual (G700). When making sponsoring presentations, it's important to ask appropriate questions and listen to the answers. If you ask good questions, prospects will provide clues to their motivations, and these clues can help you tailor your presentations to them.

- Have all necessary materials on-hand
- Wear proper attire (AMSOIL clothing)
- Have a positive attitude – smile
- Know your prospect
- Believe in AMSOIL products
- Do the paperwork
- Follow up



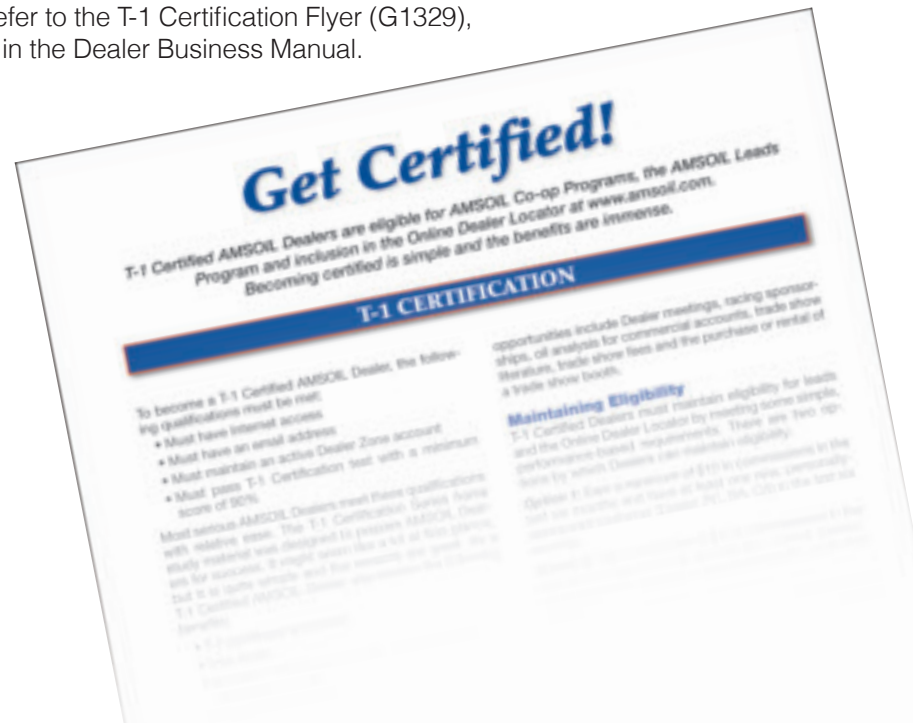
## AMSOIL T-1 Certification Program

T-1 Certification opens the door to many benefits that Dealers can use to help build their businesses. T-1 Certified Dealers are eligible to receive leads directly from AMSOIL and through the Dealer Locator on the corporate website. They are also eligible for the many co-op programs available through AMSOIL, including the Trade Show Co-op Program, Race Co-op Program, Oil Analysis Co-op Program and Dealer Meeting Co-op Program.

To apply for T-1 Certification, order the Dealer Business Manual (G700), review the contents, complete the T-1 Certification Workbook and mail it to AMSOIL INC. Dealers must meet the following requirements to earn Certification:

- Must have Internet access
- Must have an email address
- Must maintain an active Dealer Zone account
- Must pass the T-1 Certification test with a minimum score of 90 percent.

For more information refer to the T-1 Certification Flyer (G1329), which is also included in the Dealer Business Manual.

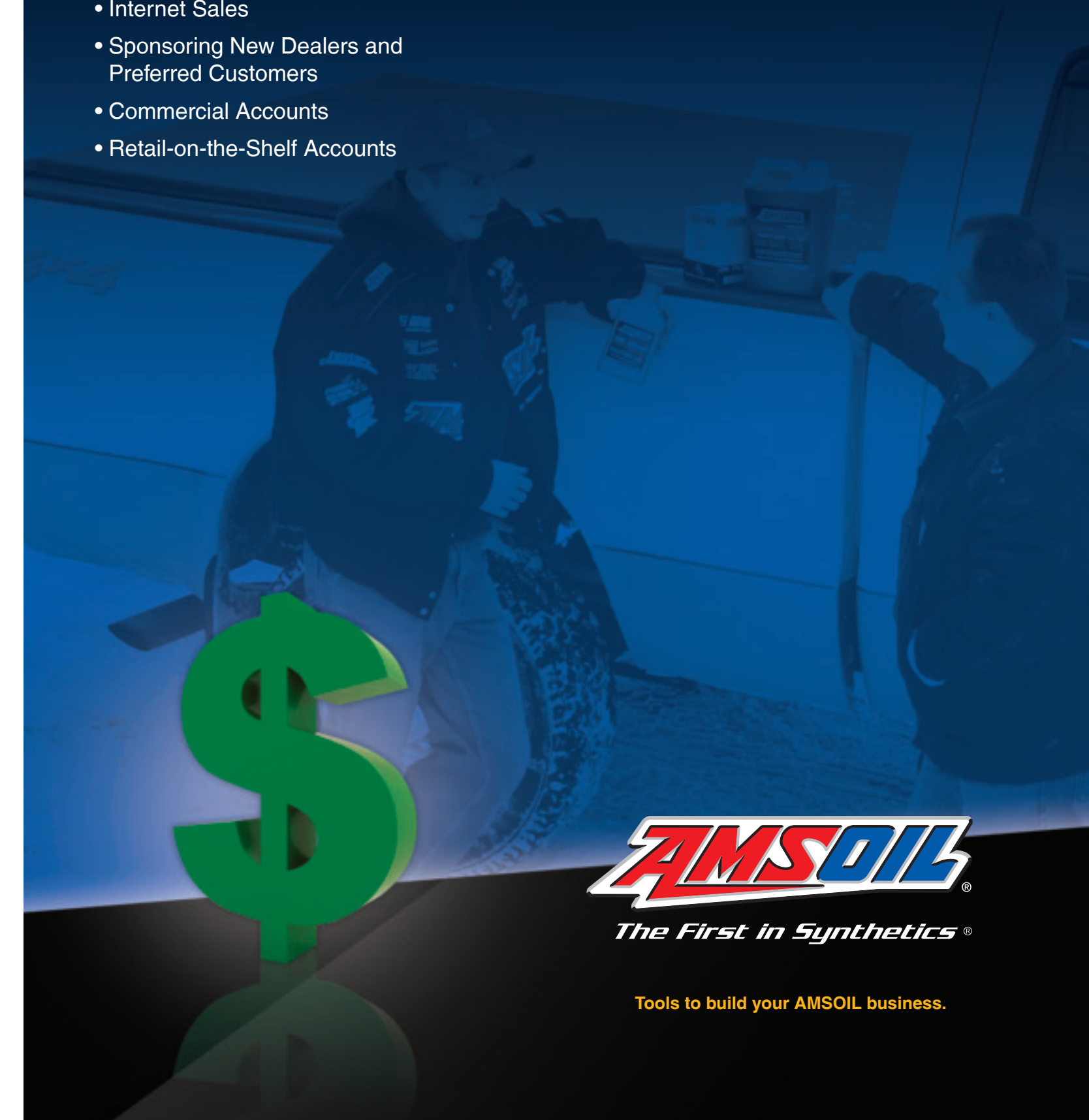


Contact your AMSOIL Dealer for more information on AMSOIL products or to place an order. You may also order direct by calling AMSOIL INC. at 1-800-956-5695 and providing the referral number listed here. ▼

Referral # \_\_\_\_\_

## Income Opportunities for AMSOIL Dealers

- Personal Retail Sales
- Catalog Sales
- Internet Sales
- Sponsoring New Dealers and Preferred Customers
- Commercial Accounts
- Retail-on-the-Shelf Accounts



Tools to build your AMSOIL business.

# Six Ways to Make Money with

**Retail Sales** As an AMSOIL Dealer, you purchase AMSOIL products at wholesale cost and sell them at the suggested retail price. Your income starts building immediately with retail profits. You'll also earn extra profits with AMSOIL commissions. Every AMSOIL product you purchase has a commission value, known as commission credits. At the end of each month, your total accumulated commission credits are calculated and AMSOIL sends you a check based on the AMSOIL Commission Schedule. Commission values, including those specific to the Commercial and Retail-on-the-Shelf Programs listed below, are available in the Dealer Zone at [www.amsoil.com](http://www.amsoil.com) and in the Dealer Profit List (G3501).

**Catalog Sales** You can also sell AMSOIL products with the AMSOIL Retail Catalog Program. Catalogs (G100) can be purchased directly from AMSOIL and distributed to potential AMSOIL customers. Once the catalogs are in the hands of your potential customers, any sales made will earn you retail profits and commission credits automatically.

Order taking, shipping and returns are all handled by AMSOIL INC.

**Internet Sales** The AMSOIL Online Store offers customers the convenience of ordering AMSOIL products over the Internet. As in the Retail Catalog Program, products are sold at suggested retail price and AMSOIL Dealers earn the retail profits and commission credits.

Order taking, shipping and returns are all handled by AMSOIL INC. AMSOIL also offers website packages and other options that allow all Dealers, regardless of computer experience or equipment, to participate in Internet sales.

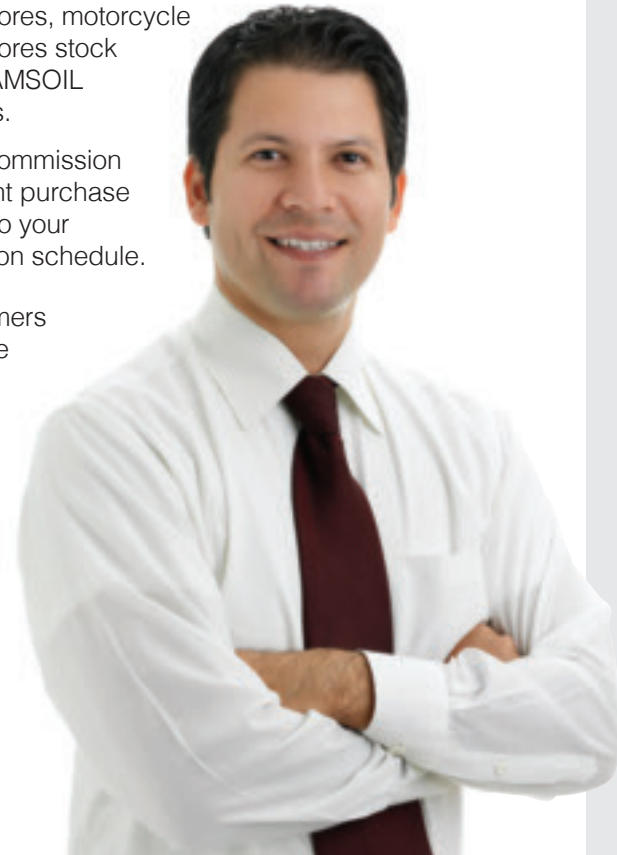
**Commercial Account Sales** Commercial accounts can provide a steady source of income for an AMSOIL Dealer. Commercial accounts are businesses that have company-owned vehicles, equipment and machinery that use the high-quality lubricants and filters available from AMSOIL. These accounts do not sell AMSOIL products; they use them in their company vehicles, equipment and machinery.

When you register a commercial account, you earn a cash commission on every purchase your account makes. Each account purchase also earns you commission credits which are added to your commission credit totals and applied to the commission schedule.

**Retail-On-The-Shelf Sales** Selling AMSOIL to retail accounts is another way to earn commissions. Retail accounts are retail outlets such as auto parts stores, motorcycle dealerships and automotive service centers. These stores stock AMSOIL products to sell to their customers or install AMSOIL products as part of a service such as with oil changes.

When you register a retail account, you earn a cash commission on every purchase your account makes. Each account purchase also earns you commission credits which are added to your commission credit totals and applied to the commission schedule.

**Sponsoring New Dealers and Preferred Customers** When you sponsor new Dealers and Preferred Customers (just like you would be sponsored as a Dealer) you are building a personal group. The commission value of your group's purchases is added to yours, increasing the percentage of your commission and giving you a bigger commission check.



## Example of One Month's Activity\*

The example below details one month's purchases and demonstrates the power of building a balanced business by pursuing sales through multiple AMSOIL tools and programs. In this example, your commission would be 11 percent of 1012.25. Your commission for the month would be \$111.35. This is in addition to the \$422.74 in retail profit you would earn from selling these products and the \$112.13 in cash commissions from commercial account and retail-on-the-shelf sales. Overall, you would make \$646.22 total for this month. As your business grows and you sell more products each month, your commission check grows larger as well.

RETAIL SALES	UNIT OF MEASURE	SOLD AT SUGGESTED RETAIL	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS
[1] ASL1G 5W-30	CA	\$148.30	\$110.20	\$38.10	77.14
[3] EAA47 Air Filters	EA	\$88.65	\$67.50	\$21.15	54.00
[6] EAO15 Oil Filters	EA	\$112.50	\$85.50	\$27.00	55.80
[1] BMK23 Dual Remote Oil Filtration Kit	EA	\$271.65	\$208.50	\$63.15	146.40
					<b>\$149.40 (A)</b>
					333.34
					333.34 x 5% = <b>\$16.67</b>
CATALOG SALES	UNIT OF MEASURE	SOLD AT SUGGESTED RETAIL	WHOLESALE COST	RETAIL PROFIT	COMMISSION CREDITS
[1] ATMQT 10W-30	CA	\$113.20	\$83.85	\$29.35	58.70
[1] ANT1G Antifreeze	CA	\$136.60	\$100.80	\$35.80	36.29
[1] GWRCR Synthetic Water Resistant Grease	CA	\$71.85	\$52.06	\$19.79	36.96
[1] FLSHCN Engine and Transmission Flush	EA	\$8.55	\$6.45	\$2.10	4.34
					<b>\$87.04 (B)</b>
					136.29
					+ 333.34 = 469.63
					469.63 x 5% = <b>\$23.48</b>
INTERNET SALES	UNIT OF MEASURE	SOLD AT SUGGESTED RETAIL	WHOLESALE COST	CASH COMMISSIONS	COMMISSION CREDITS
[4] ASMQT 0W-20	CA	\$472.40	\$349.80	\$122.60	244.88
[1] FGR1G Gear Lube	CA	\$183.90	\$136.20	\$47.70	95.34
[4] EAO30 Oil Filters	EA	\$66.60	\$50.60	\$16.00	33.00
					<b>\$186.30 (C)</b>
					373.22
					+ 469.63 = 842.85
					842.85 x 8% = <b>\$67.43</b>
COMMERCIAL SALES	UNIT OF MEASURE	SOLD AT SUGGESTED RETAIL	WHOLESALE COST	CASH COMMISSIONS	COMMISSION CREDITS
[1] DEOQT 5W-40 Diesel Oil	CA	--	\$82.05	\$11.87	18.05
[2] EAO80 Oil Filters	EA	--	\$37.70	\$5.66	8.30
[1] GLCCR Synthetic Multi-Purpose Grease	CA	--	\$48.00	\$6.91	10.56
[1] ATHQT Tractor/Hydraulic Transmission Oil	CA	--	\$76.80	\$11.03	16.90
[1] DFCCN Diesel Concentrate Plus Cold Flow Improver	CA	--	\$76.05	\$11.14	16.73
[1] DRCCA Diesel Recovery	CA	--	\$105.00	\$15.30	23.10
					<b>\$61.91 (D)</b>
					93.64
					+ 842.85 = 936.49
					936.49 x 8% = <b>\$74.92</b>
RETAIL-ON-THE-SHELF SALES	UNIT OF MEASURE	SOLD AT SUGGESTED RETAIL	WHOLESALE COST	CASH COMMISSIONS	COMMISSION CREDITS
[1] XLMQT 5W-20	CA	--	\$61.95	\$9.07	13.63
[2] XLFQT 5W-30	CA	--	\$123.90	\$18.14	27.26
[1] XLTQT 10W-30	CA	--	\$61.95	\$9.07	13.63
[1] APICN P.i. Performance Improver	CA	--	\$96.53	\$13.94	21.24
					<b>\$50.22 (E)</b>
					75.76
					+ 936.49 = 1012.25
					1012.25 x 11% = <b>\$111.35</b>
Your Combined Retail Profit (A + B + C)					\$422.74
Your Cash Commissions (D + E)					\$112.13
Your Commission (11% of 1012.25)					\$111.35
<b>Your Total Profit</b>					<b>\$646.22</b>

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

\* With sponsoring requirement

# Sponsoring New Dealers and Preferred Customers

**Multiply your profits by building and managing your own sales group.** The Dealers and Preferred Customers you register form your personal group. The commission value of your group's purchases is added to yours, increasing the percentage of your commission and giving you a bigger commission check. The primary difference between Dealers and Preferred Customers is the right to earn commissions. Dealers earn commission checks based upon their commission credits and the commission schedule. Preferred Customers purchase AMSOIL products at the same wholesale price as Dealers, but do not earn commission. All Preferred Customer purchases generate commission credits for the sponsoring Dealer.

**EXAMPLE:** You sponsored three Preferred Customers and three Dealers. Each has purchased products worth 300 commission credits in the month. In addition, you have generated the same 1012.25 commission credits as in the previous example:

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

For this example, AMSOIL would send out checks totaling \$562.45 (20% of 2812.25). The total paid to your Dealers would be \$45.00 (5% of 300.00, or \$15.00 to each Dealer), and the rest is yours to keep. For the same 1012.25 personal commission credits shown in the previous example, you receive a **\$517.45** (\$562.45 - \$45.00) commission instead of \$111.35, just by sponsoring new Dealers and Preferred Customers who generate commission credits. Your combined retail profits and commissions now total **\$1,052.32** instead of \$646.22.

**Note:** As your group's purchases reach and maintain a monthly level of 3000 commission credits, you attain the level of Direct Jobber. You can earn up to 25 percent at the 5000 commission credit level. Direct Jobbers are also eligible to earn Direct Jobber performance commissions, car bonuses and more. See the marketing plan (G47B) for more details.

**Earn performance commission bonuses by building and maintaining your sales group and by helping your Dealers build, too.** As your Dealers' businesses grow to the 3000 commission level and they sponsor their own groups, they become Direct Jobbers as well. Instead of adding their purchases to yours, you earn a Direct Jobber performance commission. Depending on how many of your Dealers become Direct Jobbers, you can earn from 5 percent to 9 percent on the total purchases of all these groups. See the AMSOIL Multi-Level Marketing Sales Plan (G47B) for complete details about the qualifications and requirements to earn extra commissions from your group and to earn Direct Jobber performance commissions.



\* Based on U.S. prices (subject to change). Prices shown do not include shipping, sales tax or discounts. Examples of earnings are for illustration purposes only. See the AMSOIL Marketing Plan (G47A & B) for details and guidelines on earning commissions and bonuses. All commission values are published in the Dealer Zone at [www.amsoil.com](http://www.amsoil.com) and in the Dealer Profit List (G3501).