

The AMSOIL Game Plan



Your Path to Success

“Go ahead and be a dreamer. But do something about your dreams. Don't just let them flit away.”

– AMSOIL Founder **Al Amatzio**



Dear AMSOIL Dealer,

Thank you for choosing AMSOIL. We think you made a great decision and now it's up to us to prove it.

We are a company of enthusiasts. We ride, race, fish and hunt after work and on weekends. We are patriotic; we support our military and local fire, police and rescue organizations. We enjoy the outdoors and are committed to keeping it clean so future generations can enjoy it, too. We don't believe in shortcuts; rather, we are committed to providing you with the best possible lubricants, filters and cleaning products possible...and we prove their performance. We believe strongly in families and hope that you grow and become part of the AMSOIL family.

Now, let's get started building your Dealership.

Like rebuilding a classic car or overhauling an engine, building a successful Dealership takes time. Done right, it delivers life-long pride and value. No one is a born expert, so sometimes you have to reach out to a friend or expert for guidance. That's where we come in.

This AMSOIL Game Plan is designed to help you get your Dealership off the ground. It provides specific direction on how to begin selling AMSOIL products and making money. Everything you learn will help you build your business in four key areas:

- Telling your AMSOIL story
- Finding customers
- Retaining customers
- Developing leaders on your team

Before you dive in, spend a few minutes reviewing the Dealer Quick-Start Guide that came with your Dealer Kit. It contains the basic information needed to start your Dealership. Then, come back here and dig into the Game Plan to hit the ground running.

We know you're busy, so we designed the AMSOIL Game Plan to be used according to your schedule, whether it's two hours a day or two hours a week. Just make sure to take action today so you can start achieving the success you visualized when you decided to become an AMSOIL Dealer.

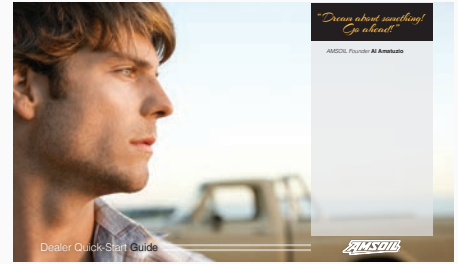
Building a business takes time and hard work. If you remain committed, however, it'll deliver pride and value in the long run. Don't be afraid to reach out to your Direct Jobber, sponsoring Dealer or other mentor for advice. You can also call a member of our Sales Team at 715-392-7101 for guidance. We're always a call away, and we're always here to help.

Together, we are the AMSOIL family. Together, we achieve.

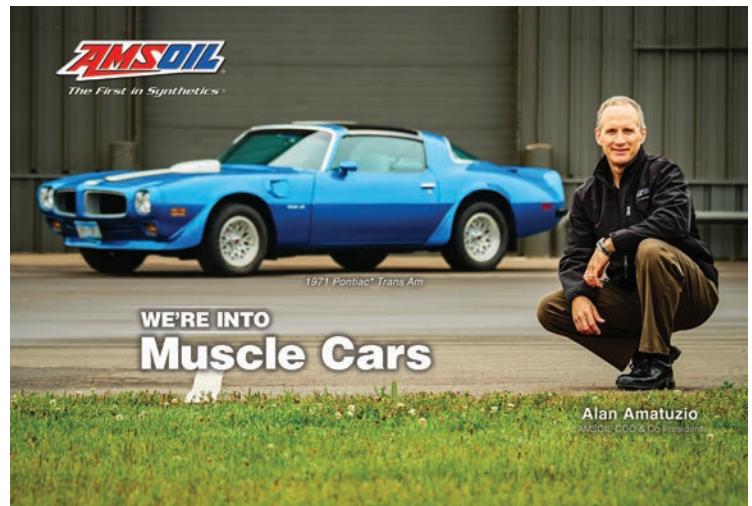
Welcome to the team!

Dean Alexander
Co-President

Alan Amatzio
COO & Co-President



DEALER TIP: We know you're excited to start your Dealership. Before starting this Game Plan, take a few minutes to review the Dealer Quick-Start Guide (G3472). It contains valuable information to help get your Dealership up and running. An interactive version is available in the Dealer Zone at myaccount.amsoil.com.



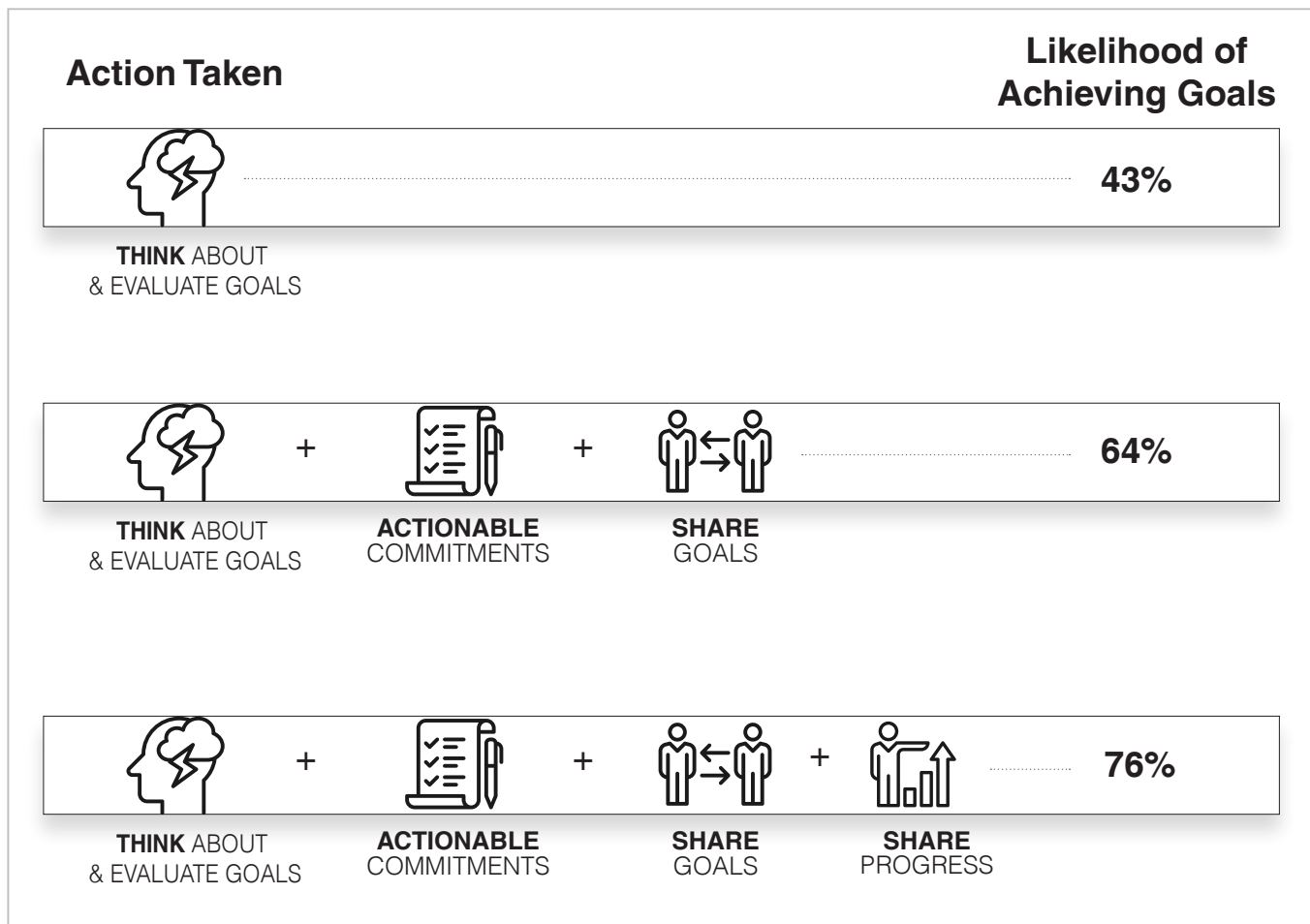
What is the AMSOIL Game Plan?

The AMSOIL Game Plan is a goals-based strategy for establishing your business and growing at a pace with which you're comfortable. Through this Game Plan, we offer guidance for setting and evaluating goals to help you achieve the success you envisioned when you became an AMSOIL Dealer. How you define success is up to you. For some Dealers, it means earning a little extra money each month. For others, it means building their Dealership into a full-time job. This Game Plan helps you clearly define your goals and establish a timeline for achieving them.

Why use this Game Plan?

Research shows that recording your goals and sharing them with others increases your likelihood of achieving them. Take a look at the statistics. In one study, as shown in the chart below, people who thought about and evaluated their goals, developed actionable commitments for achieving each goal, and shared their goals and progress with a friend were 33 percent more successful in achieving their goals.

TAKING ACTION HELPS YOU ACHIEVE YOUR GOALS.



Source: www.dominican.edu/dominicannews/dominican-research-cited-in-forbes-article

Who should use this Game Plan?

Any AMSOIL Dealer who is serious about building his or her business. It doesn't matter if you've just signed up to become a Dealer or whether you've been a Dealer for years and just now have found time to commit to your success. This Game Plan is designed to help every Dealer succeed.

ACTION ITEM: Post the reasons you became a Dealer where you can see them every day.

Identify Why You Became an AMSOIL Dealer

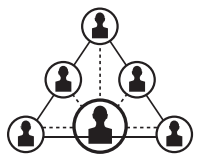
Why did you become an AMSOIL Dealer?

To take charge of your future? To free yourself from the shackles of an unfulfilling, 9-to-5 job? Maybe it was to turn your love of working on cars into a few extra dollars or to be part of a team of experts who love helping others take care of their vehicles.

Before moving ahead, dig deep and identify why you became a Dealer. Sure, you likely want to make a few extra bucks to...

- Make a car, boat, ATV or other payment
- Build a vacation fund
- Pay off debt
- Build your child's college fund

But you could have taken any part-time job to make money. Focus on how you see yourself in the months ahead. Zeroing in on why you became a Dealer will fuel your passion to work toward your goals in the days ahead. It'll motivate you to tackle any challenges that arise on your path to success.



Why did you become an AMSOIL Dealer?

(Be my own boss. Sell the best products available. Join a team of like-minded enthusiasts.)



Set S.M.A.R.T. Goals

Now that you've identified why you've become a Dealer, it's time to connect your passion to your business goals. This means setting S.M.A.R.T. goals:

- Specific
- Measurable
- Achievable
- Realistic
- Time-based

Experts tell us that long-term, meaningful development comes from making small incremental changes over time. For example, if your goal is to get back into shape, setting a goal of running a marathon within a month of resuming exercise is sure to end in disappointment.

In the same way, setting a goal of having 100 new customers after a month is unrealistic. Instead, establish a core set of goals for your business that makes sense for you.

Say your reason for becoming a Dealer was to connect with like-minded enthusiasts and help them get the most out of their vehicles and equipment. A realistic goal might be to register three new P.C.s each month. If your goal is to earn enough money to make your Dealership a full-time job within a year, a realistic goal might be to register two new retail or commercial accounts every month.

What are your goals for your AMSOIL business?

(Register three new P.C.s each month. Begin making \$100 per month within 90 days. Share my "AMSOIL story" with one person every day.)

Share your progress

We showed you the effect sharing your goals with others and providing weekly progress updates has on your likelihood of achieving them. Write down the names of a few people with whom you can share your goals. It could be your sponsoring Dealer or Direct Jobber. It could be your spouse or sibling. Choose supportive people who'll be there when you need them.

ACTION ITEM: Download the [S.M.A.R.T. goals worksheet](#) to help you get started.

Commit to reviewing the goals you set for your AMSOIL business at least once a week.

Remember to share your progress with a trusted advisor or friend.



Set up for Success

With your goals established, it's time to get off on the right foot.

Set up an area to work your business

It doesn't need to be a full-fledged home office. It can be as simple as a desk in the corner or an open area on the kitchen table. Just make sure you have a dedicated space where you can escape distractions and focus on the task at hand.

Dedicate time to your business

As we said earlier, the amount of time you devote to your AMSOIL business depends on your schedule and on your definition of success. Some Dealers spend a couple hours each day talking to potential customers, placing orders and completing other administrative tasks. Others devote an hour or two per week between a full-time job and family obligations. Whichever scenario fits you, plan how much time you're going to spend on your business and stick to your goal.

Amount of time I'll devote to my business each week:



Use AMSOIL products

Your "AMSOIL story" is one of the most effective ways to create curiosity in potential customers about AMSOIL products. That begins with using AMSOIL products and experiencing the benefits they provide. Then, share your story with others. If you're a new Dealer, the products that came with your Dealer Kit are a great place to start.



DEALER TIP: Success and professionalism go hand-in-hand. Always act courteously toward others. Promptly return calls and email. Dress for success. Wearing AMSOIL clothing is a great way to appear professional while advertising your business. Take it to the next level by hiring an embroidery shop to add your name and the name of your business to your shirts. Check out the [Casual Apparel & Promotional Items catalog \(G1650\)](#) for our clothing line.



Learn the AMSOIL Buy-Sell Process

No one likes to be “sold to” by a pushy salesperson. Instead, make your interactions with others about helping identify a need for AMSOIL products and providing the best solutions for them.

We developed the AMSOIL Buy-Sell Process to help you do just that. The process is divided into four steps that are designed to help you guide someone who’s not yet looking for AMSOIL products to the point that he or she is ready to make a purchase.

Each step is detailed below. For more information on the AMSOIL Buy-Sell Process, log into AU Online through the Dealer Zone and go into the Core Sales Concepts section. There are four short prerequisite courses you must complete before you can watch the Buy-Sell Process presentation. You must complete the Dealer Certification Program first and be recognized as a Certified Dealer.



CREATE CURIOSITY Step 1: Create Curiosity “NOT LOOKING” TO “LOOKING”

When talking about AMSOIL products with people, your first task is to spark their curiosity about AMSOIL products. Most people aren’t walking around all day thinking about their next motor oil purchase. Creating curiosity about AMSOIL products is a vital first step in leading someone to make a purchase. If there is no curiosity, there is no potential customer.

An effective way to create curiosity is to tell people a story about how you helped a similar person or business. For example, if you’re talking to your neighbor about his car or truck, tell him how you’ve seen a slight boost in fuel economy in your vehicles using AMSOIL synthetic motor oil or how they start easier on cold mornings.

Maybe you’re talking to the owner of an independent auto repair garage. Tell him about one of your retail accounts that has gained new customers thanks to carrying AMSOIL products. The key is to draw from your own experience to tell a story that hooks your audience and creates curiosity about AMSOIL products – guide them from not looking for lubricants to looking for AMSOIL synthetic lubricants.

Here are some examples of ways to create curiosity:

- I’ve seen a nice difference in fuel economy in my truck since switching to AMSOIL.
- May I tell you about how carrying AMSOIL products has led to an uptick in customers at an oil-change facility across town?

ACTION ITEM: Enroll in **AU Online** and begin completing the free training courses. Start with the Dealer Certification Program, then move up to the AMSOIL Buy-Sell Process in the Core Sales Concepts section.

DISCOVER NEEDS

Step 2: Discover Needs FOCUS ON THE CUSTOMER'S NEEDS

In this phase, you have the prospect's interest and are discovering whether he or she has a need for AMSOIL products. Ask open-ended questions. Let's continue with the example of your neighbor. Some examples of how you can help him discover a need for AMSOIL products include...

- Would it be helpful if you could avoid crawling under your truck three times a year to change oil?
- Would reducing heat generated when towing your boat help you sleep a little better at night?

Say you're still talking to the owner of the independent auto repair garage. He's curious about how AMSOIL products have helped your other retail accounts gain new customers. The conversation reveals his need for new, loyal customers. Here are some examples of how you could respond:

- We have a great tool at amsoil.com that drives foot traffic through your door. It's called the AMSOIL Locator, and it lets people who are looking for AMSOIL products know who carries them in their area.
- Customer satisfaction is an extremely important part of any business. AMSOIL products help strengthen your reputation for quality and keep your customers satisfied with exceptional quality and tangible results.



Discover Needs KEYS TO SUCCESS

- You have moved a potential customer from “not looking” to “looking” by creating curiosity – now focus on his or her needs.
- Discovering what the customer values most is your prime objective in this phase.
- Many businesses are concerned with maintaining high-quality service, attracting customers and improving their margins. Determine what other compelling needs might exist.

ASSESSMENT

Step 3: Assessment TAILOR YOUR RECOMMENDATIONS TO THE CUSTOMER'S GOALS

In this phase, the prospect is assessing whether AMSOIL products are right for him or her. Listen intently, consider all the information the prospect provides and link his or her problems to the proper solution AMSOIL synthetic lubricants provide.

Sometimes the Assessment phase is simple and straightforward. Your neighbor, for example, may spend a couple minutes assessing what he needs to do to switch his transmission or differential to AMSOIL synthetic lubricants.

Other people will spend more time assessing AMSOIL products and their effect on their business. The owner of the auto service garage, for example, may assess the effects of carrying a new product line. Does he have sufficient space in the stockroom? Do his employees require training? How will AMSOIL products affect his bottom line?

The prospect may have a lot of questions. It's your job to understand his concerns and recommend a product or service that satisfies him. Don't try to move on to the final phase of the Buy-Sell Process until this step is complete.

Assessment KEYS TO SUCCESS

- Assess what you've learned about the customer's situation and tailor your recommendations to his or her specific goals.
- Provide information and guidance on all aspects of adding AMSOIL products to the customer's business. Don't focus only on ordering.
- Help the customer develop a comprehensive plan to move forward.
- Showcase the value of AMSOIL products and let the customer discover his or her own solutions.



Step 4: Ongoing Service and Support ESTABLISH A PLAN FOR THE FUTURE



DEALER TIP: You can register [Preferred Customers, retail accounts and commercial accounts](#) in the Dealer Zone.

Registering a new customer is a great accomplishment, but it's only half the battle. Success isn't achieved until the customer makes a purchase.

Your customers are most enthusiastic about AMSOIL products when they first register, and customers who try AMSOIL products sooner may be more likely to become regular customers. Encourage your new customers to make a purchase when they register.

Your customer's first purchase marks the beginning of a long-term relationship. This is the phase during which you provide ongoing service by ensuring they received their order and their questions are answered. Ongoing service might be as simple as giving your neighbor a new product catalog every six months. Your retail and commercial accounts, however, require a higher level of service. Make sure they know where to place products on the shelf and that employees receive training on the benefits of AMSOIL products. If the customer has ordered [point-of-purchase merchandising tools](#), ensure they're set up and properly placed in the store. Determine if you'll need to stop in periodically to check inventory, stock shelves or place additional orders. Make sure you and your customer agree on the level of service you will provide.

Help customers find additional products by using the [AMSOIL Product Guides](#) at www.amsoil.com. For technical questions, contact AMSOIL Technical Services at (715) 399-TECH (between 8 a.m. and 5 p.m. CT) or tech@amsoil.com.

Ongoing Service and Support KEYS TO SUCCESS

- Tell your customer you'll be in touch every so often to answer questions
- Establish a concrete service plan detailing each party's role in the business's success.
- Guide owners through their initial order.
- Assist in the introduction of AMSOIL products and offer training to staff members so they are appropriately educated.





Connect with People and Talk about your Business

Now that you've started using AMSOIL products and you're familiar with the Buy-Sell Process you can start reaching out to people to determine if they have a need for AMSOIL products. When interacting with people, follow these guidelines:

Make the conversation about them, not you

Listen more than you speak. Steer the conversation toward opportunities to get to know the person. A great way to do this is to ask plenty of questions. Listen to each answer with the intent to understand, not reply. As your customer is speaking, listen for ways that AMSOIL products or the services you offer can help him or her.

Don't have an agenda

Try to understand the person's point of view rather than make your own position understood. Remember – you're getting to know the person and developing a rapport, not trying to "sell" anything. Your goal is to guide the customer through the appropriate phase of the Buy-Sell Process. If you're creating curiosity and leading someone from not looking for lubricants to looking for AMSOIL products, that might mean listening to a story about a customer's latest motorcycle trip and looking at pictures on his phone. Selling should be the furthest thing from your mind.

Be positive

It's easy to become too relaxed when talking with someone. Make sure you're standing or sitting up straight. Be sure to smile occasionally and direct your attention to the person talking, not your phone or tablet. Project confidence, even if you don't necessarily feel confident.

Be yourself

Like we said, many people don't feel comfortable talking to a "salesperson." They'd rather talk to you. Be yourself. Don't be afraid to show vulnerabilities or admit you don't know something. Tell them you'd be happy to investigate further and get back to them.



DEALER TIP: It's human nature to think about yourself first. It may be tough, but resist the urge to steer conversations toward yourself. Instead, shine the spotlight on the person with whom you're speaking. Center your attention on him. You'll get to know him better and he'll appreciate you for it.



Connecting on Social Media

Social media is one of the most effective ways to promote your AMSOIL business. The heart of social media is building relationships, and the best way to do that is to establish yourself as a resource – an expert in the field of synthetic lubrication. By providing answers to people’s questions and offering relevant information, you’re earning trust, and people are far more likely to buy products from people they trust.

Sample Social Media Posts

We welcome our newest account, XYZ Service, to our growing list of service stations that are now offering AMSOIL products to their customers.

Great showing by the AMSOIL-sponsored Supercross team this weekend. Another win for AMSOIL synthetic lubricants.

Check out these incredible test results (link to a published AMSOIL study or testimonial). AMSOIL products continue to deliver outstanding wear protection and vehicle performance, helping you save money.

Attach Your Dealer Number to a URL

You can send prospects and customers directly to pages on www.amsoil.com with your Dealer number attached to the URL so you’re credited with each sale and new customer. Just follow these steps:

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.

SOCIAL MEDIA

DOs	DONTs
<ul style="list-style-type: none"> • Maintain separate business and personal accounts. Political and religious affiliations, photos of friends and family and other personal content do not belong on an AMSOIL business page and appear unprofessional. • Share posts from AMSOIL INC. We constantly post information on social media that Dealers can share on their own business pages. • Listen to your audience. The best listeners make the best conversationalists. • Skip the sales pitch. Talking to your audience about their interests encourages interaction, which is what social media is about. • Provide outstanding customer service. • Keep online communication short and personable, while still providing value. • Appreciate your community. 	<ul style="list-style-type: none"> • Create confusion with AMSOIL INC. profiles. • Advertise your business contact information on the AMSOIL INC. or AMSOIL Racing social media sites. Posts that promote independent Dealerships will be deleted. • Advertise pricing of any kind online. It is a violation of AMSOIL policy. • Answer every question that comes in on the AMSOIL INC. or AMSOIL Racing social media sites. • Get into debates or make inflammatory comments on political or other hot-button issues.

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

Let me know if you have any questions. Thanks.

John Doe

Independent AMSOIL Dealer

999.888.7777

jdoe@test.com

jdoilsite.com





How to Reach More People

There are lots of ways to meet new people who make great AMSOIL prospects. They tend to be car enthusiasts, hunters, anglers and others who love vehicles and powersports equipment. Here are a few ideas.

Regional Events and Trade Shows – Setting up a booth at a local car show, stock car race, fair or other event is a great way to introduce yourself and your business to potentially hundreds of auto enthusiasts and like-minded people who care about vehicle protection and performance. Attendees make excellent potential Preferred Customers (P.C.s).

Local Advertising – Placing an ad in your local paper, the Yellow Pages or on the radio draws attention to your business. Advertising can be expensive, so make sure it's a good use of money before moving forward.

Clubs – Some Dealers have success joining a local car, motorcycle or snowmobile club. It introduces them to excellent potential customers and often costs nothing to join.

Business Networking Groups – Joining a networking group is another inexpensive way to interact with people who may show an interest in using AMSOIL products themselves or selling them as part of their business.



DEALER TIP: When conversations or social media interactions end with the person requesting more information, follow these guidelines:

- **Act quickly** – set appointments as soon as possible after someone shows interest
- If they reach out on social media, private-message them, don't request their information on your public-facing page
- Schedule meetings at their convenience, not yours
- Appointments can be for a phone call or meeting – even a text exchange
- Treat it like a business meeting, but don't be too formal
- Less is more – don't overwhelm people with information
- Focus on solving problems, not selling products

To reduce the costs of merchandising displays, event fees and more, use the [Trade Show Co-op Program](#) (G2075) and [Racing Co-op Program](#) (G2074). You must become Co-op Certified through the Dealer Certification Program in AU Online to be eligible.





Create a Prospect List

ACTION ITEM: Place your prospect list near your desk, on the refrigerator or in another prominent place as a reminder to share your AMSOIL story.

Telling friends, co-workers and relatives about your AMSOIL business is a great first step. Don't stop there, however. Anyone who cares about his or her vehicles or wants to make a little extra money makes a great prospective customer or Dealer.

Use this sheet to help create your initial list of friends, business contacts and others with whom to share your AMSOIL story so you can kickstart your AMSOIL business. Historically, about 10-15 percent of the people you contact will show interest in AMSOIL products. That means if you contact 100 people, 10-15 may end up as loyal customers. Not bad. But, just because someone does not sign up after your initial attempts, don't give up. In many cases it takes 5-10 "touches" to secure a new customer. During each visit, note the name of the person with whom you spoke, what literature items you left behind (if any), the person's response to your visit and other details that will help guide future visits.

Potential AMSOIL Customers or Dealers

Who do you know who...

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Drives a classic car • Rides a motorcycle • Owns a UTV or ATV • Hunts • Races • Is self-motivated • Is enthusiastic | <ul style="list-style-type: none"> • Is entrepreneurial • Is organized • Is a car enthusiast • Has a good telephone personality • Has desire and drive • Is a people person • Is a team player | <ul style="list-style-type: none"> • Has character and integrity • Is dependable • Is fun and friendly • Has computer and Internet skills • Loves a challenge |
|---|---|--|

PROSPECT LIST

NAME (include why they make a good prospect)	PHONE	EMAIL	DATE CONTACTED



Market Your Business

Your AMSOIL business can only succeed when people know about it. What is for sale? Where is the location? What are the hours of operation?

We offer a full range of promotional materials for Dealers, including logo wear, signs, business cards and much more.

Visit the AMSOIL Print Center

Anyone who has hired a designer to create signs, banners or business cards knows it can be expensive. Through the AMSOIL Print Center linked to the main page of the Dealer Zone, you can order customizable business cards, catalog labels, fridge magnets, ads, yard signs and more. The Print Center offers professional, customizable promotional materials at affordable prices.

Order Catalogs or Handouts

The [AMSOIL Retail Catalog](#) (G100, G300 Canada), a mail-order catalog of AMSOIL products, makes a great handout or direct-mail piece. It displays the AMSOIL product line and offers convenient credit card telephone ordering. Be sure to include your Dealer number on the back so you're credited with any purchases your customers make.

AMSOIL fair handouts target specific markets, including ATV/UTV, motorcycle, diesel and more. They show the most popular products for those applications in a convenient four-panel handout that customers can easily fit in their pocket.

For the complete line of AMSOIL catalogs and handouts, see the [Literature and Business Tools Catalog](#) (G1045). Order the AMSOIL Literature Pack (G1312) to receive a copy of every AMSOIL brochure, fair handout, data bulletin and other literature we produce.



Fair handouts



DEALER TIP: Reserve your catalogs and fair handouts for people who've shown curiosity in AMSOIL products. They're great for showing the options available to people during the Assessment phase of the AMSOIL Buy-Sell Process. Avoid simply handing them out to anyone and everyone. People not yet interested in AMSOIL products will likely throw them out, wasting your time and money.



ACTION ITEM: Click the AMSOIL Print Center icon on the Dealer Zone home-page. Spend a few minutes reviewing all the options for promoting your business. A good first step is to order business cards.



AMSOIL Retail Catalog & Professionals Catalog



Business cards

Get on the AMSOIL Locator

Thousands of people visit amsoil.com every day, many of whom are searching for local places to buy AMSOIL products. The AMSOIL Locator allows them to search for retail stores, service centers and independent Dealers like you. To become Locator Certified, you must meet the following qualifications:

- Be Co-op Certified
- Have Internet access and an active email account.
- Log into the Dealer Zone at least once weekly.
- Earn a minimum of \$10 in commissions in the last six months and have at least one new, personally sponsored customer (Dealer, P.C., retail or commercial account) in the last six months or earn a minimum of \$10 in commissions in the last six months and have at least five current, personally sponsored customers (active Dealer/P.C., protected retail or commercial account).

Maintain a Website

Having an updated website helps promote your business and earn new customers. The website options we make available to you through [EmpowerKit](#) make it simple to maintain an online presence. Options range from a basic digital “business card” to a sophisticated site optimized for maximum lead generation. Whenever someone makes a purchase in the AMSOIL Online Store after having arrived from your website, you’re automatically credited with the sale and a new customer.



DEALER TIP: The [AMSOIL Vehicle Graphics Program](#) (G3064) is a great way to draw attention to your business.

Find **AMSOIL** Near You

Enter your address or ZIP code below, or buy AMSOIL products online now.

FIND NOW!

Search For:

Independent AMSOIL Dealer

Automotive Service Center

Powersports Service/Sales

Retail Store

Find Specific Product

FIND AMSOIL

Visit [AMSOIL International](#) for a complete list of distributors.

“I got the AMSOIL vehicle graphics wrap two years ago and I wish I would have done it sooner. At least once or twice a week someone tells me how good my truck looks. I make sure to give anyone who comments a Retail Catalog and a label with my information that tells them to contact me for wholesale pricing. I’m picking up all kinds of customers that I probably wouldn’t otherwise have.”

– David Douglas
Executive Direct Jobber



Know the Products

You probably know that synthetic lubricants deliver improved wear protection, engine cleanliness and fuel economy compared to conventional lubricants. You're likely also aware that synthetics last longer and withstand temperature extremes that destroy conventional oils.

The technical details as to why synthetics outperform conventional lubricants may escape you, but the good news is you don't need exhaustive technical knowledge to effectively sell AMSOIL synthetic lubricants. In most cases, people are interested in what AMSOIL synthetic lubricants do (protect their engine, save them money, etc.), not how they do it.

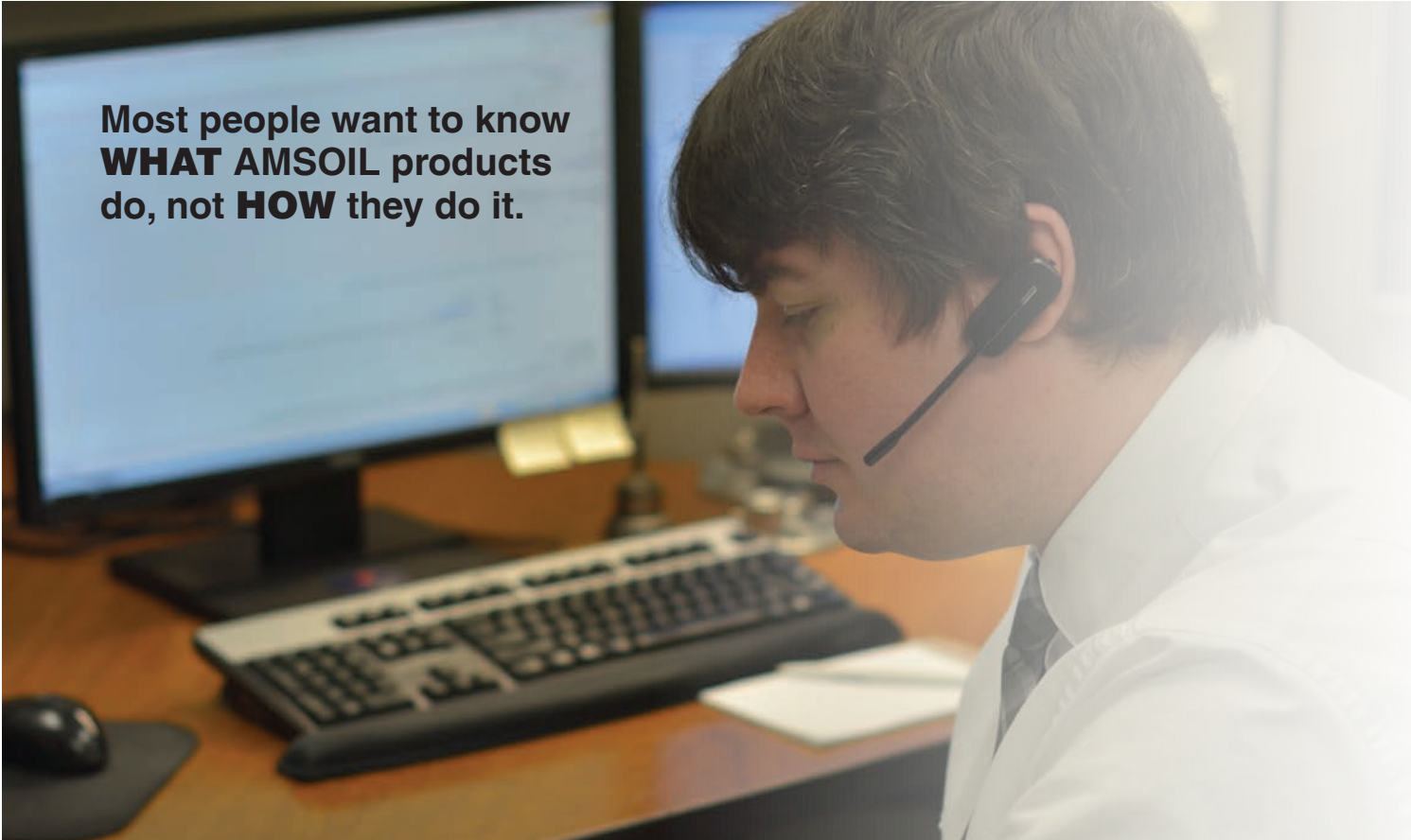
Even so, it helps to have a basic understanding of synthetic lubricants and our product line. AU Online provides the fundamental knowledge you need to get started. Once you've completed the Dealer Certification Program, move on to the Product Technical section, which includes several technical presentations on synthetic lubricants and automotive fundamentals.



DEALER TIP: Tell prospects about the benefits AMSOIL products have provided you or your customers. Offer simple technical explanations if needed. The Product Technical section of AU Online provides a good introduction to lubricant technology.

If a prospect or customer asks a technical question you're unprepared to answer, contact our Technical Services Department.

- Email: tech@amsoil.com
- Phone: 715-399-TECH



Most people want to know
WHAT AMSOIL products
do, not **HOW** they do it.

Something for Everyone

The best part of an AMSOIL Dealership is the freedom to sell into the markets that interest you and the flexibility to do it on your own schedule. If you're a hardcore biker, you can focus on selling AMSOIL synthetic motorcycle oil. If you love classic cars, you can sell synthetic lubricants for those applications. Inevitably, however, you will encounter someone who's interested in AMSOIL products you don't use yourself or have never sold. To be prepared, familiarize yourself with the complete AMSOIL product line. Page through the [Wholesale Price List](#) (G3500, G8500 Canada) or browse the [Online Store](#) at www.amsoil.com to see them all.

AMSOIL offers products for just about anything with an engine, including...

- Cars and trucks
- Diesel pickups
- Semi trucks
- ATVs and UTVs
- Motorcycles
- Outboard motors
- Dirt bikes
- Lawn and garden equipment
- Classic cars and hot rods
- Racing applications
- Snowmobiles
- More



DEALER TIP: Consult the AMSOIL [technical data bulletins](#) in the Dealer Zone for technical details about specific AMSOIL products. For market and sales insights, consult the Dealer Sales Briefs in the Resource Library of AU Online.



Give Accurate Product Recommendations

Your customers will often ask which AMSOIL products to use in their vehicles. Use the [Product Guides](#) at www.amsoil.com. You can also access the Product Guides using the [Product Lookup](#) shortcuts in the Dealer Zone.



Commit to your Development

Our success depends on your success. That's why we've developed several training resources to help you understand AMSOIL products, the markets into which they're sold and how best to sell them. Best of all, the majority of our training resources are free to all Dealers. Set aside time every week to commit to your development and increase your success.

Amount of time I'll devote to my business each week:



AMSOIL University Online

AU Online is our premier training resource. It's an online learning portal that includes interactive sales, technical and business-building presentations. AU Online includes the following sections:

The **Dealer Certification Program** is an educational program designed to provide a solid foundation on which to build your AMSOIL business. It is a prerequisite to accessing the Core Sales Concepts, Advanced Sales Concepts and Product Technical sections of AU Online.

The **Core Sales Concepts** section includes courses on the AMSOIL Buy-Sell Process, prospecting, customer follow up and other sales courses that help you develop the skills to rise above the average salesperson.

The **Advanced Sales Concepts** section takes a deeper dive into sales concepts, including how to apply the AMSOIL Buy-Sell Process, tips on effective recruiting and more.

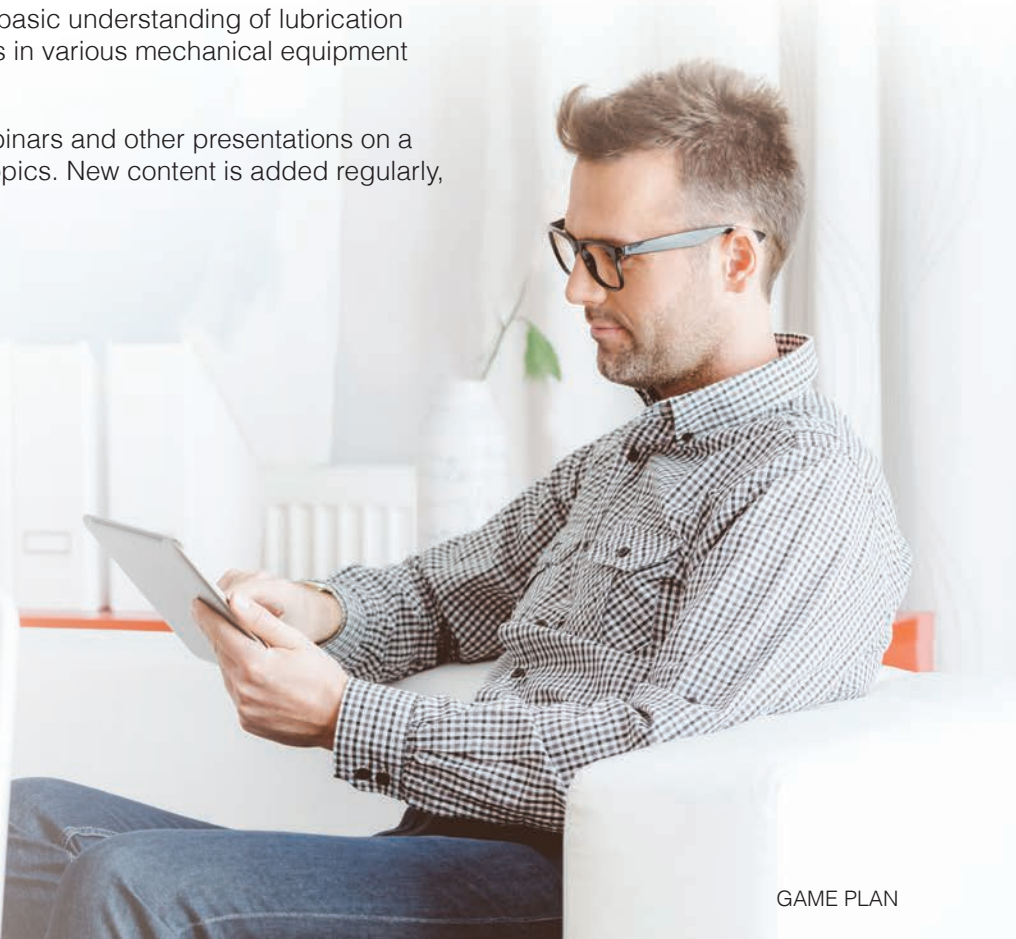
The **Product Technical** section provides a basic understanding of lubrication and how AMSOIL products provide benefits in various mechanical equipment applications.

In addition, AU Online includes videos, webinars and other presentations on a range of business-building and technical topics. New content is added regularly, so be sure to visit AU Online often.

ACTION ITEM: Enroll in AU Online today. It's one of the best ways to commit to your success. Best of all, it's free. Click the AU Online banner in the Dealer Zone at myaccount.amsoil.com.



- **Interactive** courses
- **Monthly** webinars
- **Evolving** lineup of presentations and training



Dealer Sales Briefs

Dealer Sales Briefs, located in the Resource Library of AU Online, identify target markets and prospects for specific products and provide guidelines for increasing sales. They are excellent resources for gaining valuable product and market knowledge with a minimal time investment.

AU Live!

Most of our training resources are designed for you to use on your time and in your own home. As great as these resources are, sometimes you want to interact with your fellow Dealers and learn from AMSOIL corporate staff in person. That's why we hold AU Live! events periodically around North America.

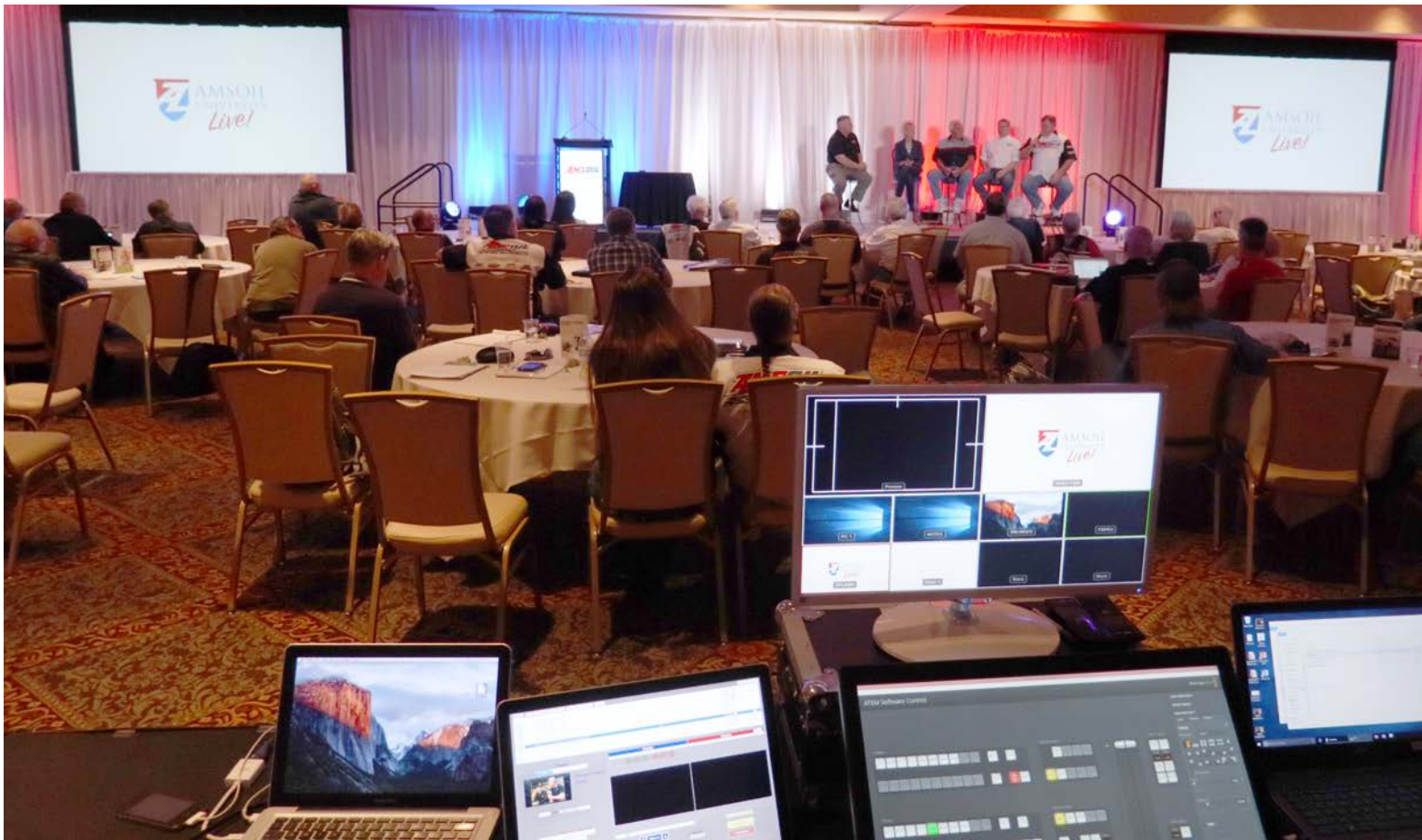
AU Live! is our opportunity to present new programs, important company developments, targeted sales training and other information most effectively delivered in person. AU Live! also allows us to recognize Dealers for their achievements in front of their peers as a way to honor them and motivate other Dealers. It gives you the opportunity to network with other Dealers and AMSOIL staff in a personal setting. A registration fee applies. Watch for announcements of upcoming AU Live! events in the Dealer Zone.



DEALER TIP: Don't overlook your sponsoring Dealer, Direct Jobber or other business mentor as resources for your development.



- **Network** with fellow Dealers
- **Targeted** training
- **Meet** AMSOIL corporate staff



Your Game Plan

It's time to put together everything you've learned and start building your business. We designed this Game Plan to work according to your schedule. To provide guidelines, we've developed the following activity list, which is divided into several phases. Phases 1-4 build a foundation of knowledge on which to start your business. Phases 5 and 6 add to the foundation and help drive your daily actions toward greater success. Work at your own pace, but commit to spending time each week on your Game Plan and be diligent about completing each phase.

My Goals: Phases 1-4



I will spend _____ hours per day building my business during phases 1-4.



I will tell my AMSOIL story to others _____ times.

Phase 1 Activities	Date Completed
Review the Dealer Quick-Start Guide on the Dealer Zone homepage. It provides... <ul style="list-style-type: none"> • An overview of the AMSOIL opportunity • Direction on how to start your AMSOIL business • Information on the AMSOIL programs through which you sell AMSOIL products • A few rules that all AMSOIL Dealers need to follow • Information on ways to market your AMSOIL business • A review of how we pay you 	
If you haven't already, spend 20 minutes exploring the wealth of content in the Dealer Zone.	
Watch the Welcome Video in the Dealer Zone.	
Click the Mobile Apps icon in the Dealer Zone to add shortcuts to the AMSOIL Product Guides on your phone.	
Begin using AMSOIL products yourself. Start with the products that came with your Dealer Kit. Consider looking up the products for your vehicle using the Product Guides at www.amsoil.com and placing an order. Using AMSOIL products provides the basis for your "AMSOIL story."	
Familiarize yourself with our passenger car/light truck, diesel and motorcycle oils by reviewing the Dealer Sales Briefs, located in the Resource Library of AU Online, and product data bulletins . Don't worry about understanding all their benefits – just gain a basic understanding of them. Remember to contact Tech Services (tech@amsoil.com or 715-399-TECH) if you or your customers have technical questions.	
Enroll in AU Online and begin the Dealer Certification Program, which is designed to provide a solid foundation on which to build your AMSOIL business. It includes an introduction to AMSOIL, a review of program benefits, training materials to prepare for the Dealer Certification exam and the exam itself.	
Attend a Dealer Meeting near you. Find one by asking your sponsoring Dealer or by searching in the Dealer Zone .	

Phase 2 Activities	Date Completed
Meet with your sponsoring Dealer, Direct Jobber or other business mentor to review the progress you've made on your Game Plan so far. A face-to-face meeting is best, but a phone call works, too.	
Consider scheduling a weekly call or meeting with your sponsoring Dealer to review your Game Plan and share progress toward reaching your goals.	
Review the AMSOIL Marketing Plan Philosophy and AMSOIL Income Opportunities Brochure (G85). They provide an overview of the Preferred Customer (P.C.), Online/Catalog, Dealer, Retail, Commercial and Personal Retail Sales Programs.	
Determine which AMSOIL program(s) best fit your goals and skills (e.g. the P.C. Program). Make that your focus as you start your business. You can expand as you become more comfortable as a Dealer.	
Complete the Prospect List on page 15 in this Game Plan.	
Continue working toward your Dealer Certification in AU Online.	
Continue exploring the Dealer Zone.	
Download and review your personalized electronic copy of the AMSOIL Retail Catalog (G100, G300 Canada). Email it to friends, family, co-workers and others you know.	
Tell at least five people outside your immediate family about your AMSOIL business.	
Write and send a press release about your new AMSOIL business to your local paper.	
Select AMSOIL products specific to a market that interests you. (i.e. motorcycles) and spend time studying them.	
Browse the Quickshots videos in AU Online and watch a few that pique your interest. These short videos help teach you about sales, products and AMSOIL programs.	

Phase 3 Activities	Date Completed
<p>Review AMSOIL program policies and guidelines. Write down questions as they arise.</p> <ul style="list-style-type: none"> • Marketing Plan – Policies (G47A) & Marketing Plan – Compensation (G47B) • Commercial and Retail Marketing Procedures (G1097) • Initial Contact Guidelines for Registering Dealers, Preferred Customers and Accounts (G2194) • The AMSOIL Installer Program brochure (G3413) 	
<p>If you haven't yet, write down your goals for your business in the space provided on page 5 of this Game Plan. Use the S.M.A.R.T. Goals worksheet to help you.</p>	
<p>Understand how you make money as an AMSOIL Dealer. Complete the "Making Money as an AMSOIL Dealer" course by clicking the "Build Your Business" icon on the AU Online homepage. Review the course as often as you need to understand the income opportunity your Dealership presents. Contact your sponsoring Dealer or a member of the Dealer Sales team with questions.</p>	
<p>Understand how to earn bonuses by reviewing the Building Your Business Flyer (G3331).</p>	
<p>Continue to review the training material available in the Dealer Zone.</p>	
<p>Contact your sponsoring Dealer to review any questions you have about the AMSOIL program policies and guidelines documents you reviewed (listed above), your prospect list and progress toward your goals.</p>	
<p>Contact at least two prospects from your list on page 15 and attempt to create curiosity about AMSOIL products. Review the AMSOIL Buy-Sell Process if needed, which is discussed in this Game Plan. Make sure to review the Initial Contact Guidelines for Registering Dealers, Preferred Customers and Accounts (G2194).</p>	
<p>Continue working toward your Dealer Certification in AU Online.</p>	

Phase 4 Activities	Date Completed
Review the Corporate Contacts list so you know whom to contact at AMSOIL INC. with questions.	
Familiarize yourself with the online Preferred Customer and retail & commercial accounts registration forms . They provide the easiest and fastest way to register new customers.	
Review the Digital Marketing Program and determine if purchasing a customizable website for your business is right for you.	
Develop a plan for talking to people about AMSOIL products. Use your “AMSOIL story” you wrote down on page 8 of this Game Plan. Practice telling it until it’s second nature. Ask your sponsoring Dealer if you can practice telling it to him or her. If you’re planning to talk to a business owner, research his or her company first and know which program (i.e. retail, commercial, Dealer) is best for the business.	
Review AMSOIL fair handouts, catalogs, product data bulletins and other literature in the Dealer Zone .	
Navigate to the Resource Library in AU Online and review the Dealer Sales Briefs, Digital Marketing Tools and other resources.	
Review the Reports section of the Dealer Zone. Here you can find information about your customers’ order histories, your commission credit amount, customer reports and other valuable information.	

My Goals: Phase 5



I will spend _____ hours per day building my business during phase 5.



I will tell my AMSOIL story to others _____ times.

Phase 5 Activities	Date Completed
Work toward qualifying for inclusion on the AMSOIL Locator on www.amsoil.com . Qualification requirements are shown on page 17 of this Game Plan. Appearing on the Locator is one of the best ways to draw attention to your business.	
Ensure you've followed up on any customer leads and have returned any calls or emails from prospects. It's vital – and professional – to reply to customers as soon as possible.	
Continue learning more about synthetic lubricants and AMSOIL products. The following Home Study Guides in the AU Online Resource Library are excellent resources. <ul style="list-style-type: none"> • Lubrication Fundamentals Home Study Guide • Engine Lubrication Home Study Guide • Mobile Drivetrain Fluids Home Study Guide • Engine Operation Home Study Guide • Filtration Fundamentals Home Study Guide • Oil Analysis Fundamentals Home Study Guide • Diesel Fuel Fundamentals Home Study Guide 	
Review the customizable ads, banners, signs and other promotional material in the AMSOIL Print Center. They offer professional and cost-effective ways to promote your business.	
To help your social media efforts, watch the Quickshot videos about Facebook Ads and Social Media in AU Online.	
Research local trade shows or events for sponsorship opportunities or the opportunity to display information about your AMSOIL business. Setting up a booth at a local car show, fair or swap meet is a good way to meet new customers. Keep in mind that some events don't allow for product sales, so be sure to check with your show organizer before making any commitments. Have catalogs on hand and focus on registering new customers.	
Research local car, motorcycle, snowmobile and other clubs that present a good fit for your area of expertise. Clubs are a great way to interact with fellow enthusiasts and meet potential customers.	
Call your Regional Sales Manager (RSM) and introduce yourself. Discuss ideas you have to grow your business and find out if he has insight based on the success of other AMSOIL Dealers. Your RSM is there to support you in your efforts to grow your AMSOIL business.	

My Goals: Phase 6



I will spend _____ hours per day building my business during phase 6.



I will tell my AMSOIL story to others ____ times.



I will help _____ new Dealers get started during the next 30 days.

Phase 6 Activities	Date Completed
Attend a local trade show or other event. It helps to assist a Dealer in your line of sponsorship or allow someone in your line to assist you in participating in a trade show. This is a great way to demonstrate leadership and provide on-the-job training to Dealers you've signed up.	
Continue working on the Core Sales Concepts, Advanced Sales Concepts and Product Technical courses in AU Online to learn more about AMSOIL products and the AMSOIL opportunity.	
After you've completed the courses in AU Online, return periodically to watch Quickshots videos and review new courses as they're added.	
Continue to practice telling your "AMSOIL story" to someone else. The better you know your presentation, the more credibility you have.	
Learn more about sponsoring other Dealers by taking the Benefits of Building a Dealer Team course in the Building Your Business section of AU Online.	
View the webinars in AU Online to learn more about every aspect of running your Dealership, such as setting S.M.A.R.T. goals, the importance of customer follow up and more.	



Putting Everything Together

As you're working through your Game Plan, think about the questions below. Write down your answers and review them periodically to ensure you stay on track.

What is the overall goal you want to achieve once you've completed this Game Plan?

What are three distractions that could prevent you from reaching your goal?

What are you willing to do (or give up) to eliminate distractions and achieve your goal?

How will successfully completing your Game Plan help fulfill your vision for your Dealership?

What thought or vision drives your desire to fight through any challenges that may arise on your way to success?

Track your progress and write down what works

We all need encouragement from time to time. When you experience success, write it down. Use the space below to track your progress. Start a file on your device in which you can digitally track your successes. Don't be afraid to write down what *doesn't* work so you don't repeat it in the future.

Progress made: *(Signed up my first P.C. Distributed business cards and product catalogs to three interested people.)*

What didn't work? *(Launched into a technical discussion of base oil chemistry, which bored a potential customer.)*

To reach my goals and achieve the success I envisioned when I signed up to become an AMSOIL Dealer, I commit to completing my Game Plan.

Signature: _____

“If someone thinks it can’t be done, but you think it can be done, **it’ll be done.**”

– AMSOIL Founder *Al Amatzio*

It doesn't have to take an eternity to change your life forever. You simply need to commit to your development as a Dealer, formulate a plan and stick to it.

This Game Plan, we hope, will help you do just that. Use it to chart your path to success and help navigate the journey before you. Work through each section diligently, and be sure to share your progress with a trusted advisor or friend, such as your sponsoring Dealer. Remember, we're always here to help. If you need a shot of encouragement or a little advice to help see you through, call your RSM or a member of the Dealer Sales team at (715) 392-7101.

Everything you need in order to realize the success you envisioned when you became an AMSOIL Dealer is before you. Superior products. A growing demand for synthetic lubricants. A company of professionals here to support you. And, now, a Game Plan that clearly lays out your goals and how you'll achieve them.

Thousands of Dealers across North America started just like you. Through hard work and persistence, they now enjoy growing businesses and the freedom of being their own boss.

We know you can join in their success.

