



*The First in Synthetics®*

# Income Opportunities for AMSOIL Dealers

Your Key to Financial Success With  
Six Profitable Programs

**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**

# Personal Retail Sales

## Earn profits through retail sales.

As an AMSOIL Dealer, you purchase AMSOIL products at Dealer cost and then sell them at the suggested retail price. Your income starts building immediately with retail profits.

### EXAMPLE:\*

Item	Unit of Measure	Sold At Suggested Retail	Dealer Cost	Your Profit
[1] ASL1G 5W-30	ca	\$137.60	\$ 103.40	\$ 34.20
[3] EaA47 Air Filters	ea	\$ 88.65	\$ 67.50	\$ 21.15
[6] EaO15 Oil Filters	ea	\$112.50	\$ 85.50	\$ 27.00
			<u>\$256.40</u>	<u>\$ 82.35</u>
		Your Total Investment		Your Retail Profits



With AMSOIL, you can order products as you need them. Call the convenient toll-free Telephone Ordering Line (800-777-7094), visit the AMSOIL Online Store ([www.amsoil.com](http://www.amsoil.com)) or order from your nearest AMSOIL Distribution Center.

## You also earn monthly commissions on your purchases from AMSOIL.

You get 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 Credit Schedule. (Minimum total monthly volume to receive a commission is 100 commission credits.)

### EXAMPLE OF YOUR PURCHASES IN 1 MONTH:\*

Item	Unit of Measure	Sold At Suggested Retail	Dealer Cost	Retail Profit	Commission Credits
[1] ASL1G 5W-30	ca	\$137.60	\$103.40	\$ 34.20	71.40
[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	\$231.00	\$177.50	\$ 53.50	124.00
				<u>\$135.85</u>	<u>305.20</u>
				\$ 15.26 (305.20 @5%)	

**Total Monthly Profit \$151.11**

The total commission credit value for your purchases in one month is applied to this commission schedule.

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

In this example, your commission would be 5 percent of 305.20. Your commission check for the month would be **\$15.26**. This is in addition to the **\$135.85** in retail profit you can earn from selling these products. Overall, you would make **\$151.11** total for this month. As your business grows and you sell more products each month, your commission check grows larger as well. The top personal sales commission paid out by AMSOIL is **25 percent**.

\*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 Multi-level Marketing Sales Plan (G47 A & B) for details and guidelines on earning commissions and bonuses.

# Catalog Sales

## Earn profits with catalog sales.

You can also sell AMSOIL products with the AMSOIL Retail Catalog Program. Catalogs (G100) can be purchased directly from AMSOIL and then 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 all are handled by AMSOIL INC.



## EXAMPLE OF YOUR PURCHASES AND RETAIL CATALOG ORDERS IN 1 MONTH:\*

Catalog Orders	Unit of Measure	Sold At Suggested Retail	Dealer Cost	Retail Profit	Commission Credits
[1] ATMQT 10W-30	ca	\$ 105.60	\$ 79.20	\$ 26.40	55.20
[1] ANT1G Antifreeze	ca	\$122.40	\$ 90.40	\$ 32.00	32.40
[1] GWRRCR Synthetic Water Resistant Grease	ca	\$ 72.50	\$ 51.00	\$ 21.50	36.00
[1] AEFCN Engine Flush	ea	\$ 6.35	\$ 4.70	\$ 1.65	3.25
				<b>\$ 81.55(A)</b>	<b>126.85(B)</b>

### Your Purchases (From Page 2)

[1] ASL1G 5W-30	ca	\$137.60	\$ 103.40	\$ 34.20	71.40
[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] BMK13 Dual Remote Oil Filtration Kit	ea	\$231.00	\$177.50	\$ 53.50	124.00
				<b>\$135.85(C)</b>	<b>305.20(D)</b>

**Your Combined Retail Profit (A+C) \$217.40**

**Your Combined Personal Commission Credits (B+D) 432.05**

**Your Commission (5% of 432.05) \$ 21.60**

**Your Total Profit \$239.00**

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

\*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 Multi-level Marketing Sales Plan (G47 A & B) for details and guidelines on earning commissions and bonuses.

# Internet Sales

## Earn retail profits and commission credits with online commerce.

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

Order taking, shipping and returns all are 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.



### EXAMPLE OF YOUR PURCHASES, RETAIL CATALOG AND INTERNET SALES IN 1 MONTH:\*

Internet Orders	Unit of measure	Sold At Suggested Retail	Dealer Cost	Retail Profit	Commission Credits
[4] ASMQT 0W-20	ca	\$439.20	\$328.80	\$ 110.40	228.00
[1] FGR1G Gear Lube	ca	\$172.80	\$126.60	\$ 46.20	87.40
[4] EaO30 Oil Filters	ea	\$ 66.60	\$ 50.60	\$ 16.00	33.00
				<b>\$172.60(A)</b>	<b>348.40(B)</b>

#### Catalog Orders (From Page 3)

[1] ATMQT 10W-30	ca	\$ 105.60	\$ 79.20	\$ 26.40	55.20
[1] ANT1G Antifreeze	ca	\$122.40	\$ 90.40	\$ 32.00	32.40
[1] GWRCR Synthetic Water Resistant Grease	ca	\$ 72.50	\$ 51.00	\$ 21.50	36.00
[1] AEF-CN Engine Flush	ea	\$ 6.35	\$ 4.70	\$ 1.65	3.25
				<b>\$ 81.55(C)</b>	<b>126.85(D)</b>

#### Your Purchases (From Page 2)

[1] ASL1G 5W-30	ca	\$137.60	\$ 103.40	\$ 34.20	71.40
[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] BMK13 Dual Remote Oil Filtration Kit	ea	\$231.00	\$177.50	\$ 53.50	124.00
				<b>\$135.85(E)</b>	<b>305.20(F)</b>

**Your Combined Retail Profit (A+C+E) \$390.00**

**Your Combined Personal Commission Credits (B+D+F) 780.45**

**Your Commission (8% of 780.45) \$ 62.44**

**Your Total Profit \$452.44**

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

\*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 Multi-level Marketing Sales Plan (G47 A & B) for details and guidelines on earning commissions and bonuses.

# Sponsoring New Dealers and Preferred Customers

## Multiply your profits by building and managing your own sales group.

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. 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 commission credits earned by Preferred Customers are credited to the sponsoring Dealer.



You can earn more by sponsoring other people as AMSOIL Dealers and helping them build their businesses as you build yours.

### EXAMPLE:

You sponsored 3 Preferred Customers and 3 Dealers. All of them have purchased products worth 300 commission credits in the month. In addition, you have generated the same 719.55 commission credits as in the previous example:

	<b>Commission Credits</b>
Preferred Customer #1's Purchase	300.00
Preferred Customer #2's Purchase	300.00
Preferred Customer #3's Purchase	300.00
Dealer #1's Purchase	300.00
Dealer #2's Purchase	300.00
Dealer #3's Purchase	300.00
Your Personal, Catalog and Internet Sales	<u>780.45</u>
<b>Total for your group</b>	<b>2580.45</b>

<b>COMMISSION SCHEDULE</b>	
<b>Commission Credits</b>	<b>Your Commission</b>
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 \$516.09 (20% of 2580.45). 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 780.45 personal commission credits shown in the previous example, you receive a **\$471.09** commission instead of \$62.44, just by sponsoring new Dealers and Preferred Customers who generate commission credits. Your combined retail profits and commissions now total **\$861.09** instead of \$452.44

**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.

# Commercial Accounts

**Commercial accounts are a great opportunity for AMSOIL sales. Earn 10% cash commissions plus 20% commission credits.\***

Commercial accounts can provide a steady source of income for an AMSOIL Dealer. Commercial accounts are businesses which 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, only use them in their vehicles, equipment and machinery.

When you register a commercial account, you earn a 10% cash commission on every purchase your account makes. In addition, you also receive 20% of their purchases as commission credits which are applied to the commission schedule and added to your commission totals as shown in the previous examples.

**EXAMPLE:**

Your Account	Amount of Their Purchase	Your Cash Commission (10%)	Your Commission Credits (20%)
Farmer	\$150.00	\$ 15.00	30
Trucking Company	\$590.00	\$ 59.00	118
Construction Company	\$390.00	\$ 39.00	78
Manufacturing Company	\$400.00	\$ 40.00	80
School Bus Line	\$470.00	\$ 47.00	94
	<b>TOTAL:</b>	<b>\$200.00</b>	<b>400</b>

AMSOIL offers two competitive price structures – one for retail accounts (next page) and one for commercial accounts. When you initiate new retail, quick lube or commercial accounts, you become their servicing Dealer. By calling on your accounts and keeping them informed on AMSOIL prices and supplied with products, you continue receiving commissions and commission credits on all of the purchases they make from you.

\*Percentage of commission and commission credits may vary outside the U.S.

# Retail-on-the-Shelf Accounts

## More profits in retail markets. Earn 20%\* cash commissions plus 20% commission credits.\*\*

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 sign up a retail account, you earn a 20 percent\* cash commission on every purchase your account makes. In addition, you receive 20 percent of their purchases as commission credits which are applied to the commission schedule and added to your commission totals as shown in the previous examples.

Sales of aftermarket (non-AMSOIL) products to retail accounts earn a 15 percent cash commission and 20 percent commission credits.

### EXAMPLE:

Your Account	Products Purchased	Amount of Purchase	Your Cash Commission	Your Commission Credits
Hardware Store	ASLQT ca ATMQT ca ASEQT ca AMEQT ca	\$300.00	\$48.60	60.00
Auto Parts Store	ASMQT ca ASLQT ca ATMQT ca AMEQT ca ATFQT ca EaO11 ca APICN ca	\$646.80	\$109.44	129.36
Quick Lube Business	XLMQT ca XLFQT ca XLTQT ca ATFTP ca APICN ca	\$434.40	\$71.06	86.88
Small Engine Shop	ASEQT ca AMHSC ca	\$127.20	\$21.48	25.44
Boat & Motor Shop	WCTQT ca WCFQT ca AMEQT ca AGLQT ca	\$336.60	\$55.08	67.32

\* Commissions are calculated on the total dollar amount of commissionable products on an order. Retail cash commissions for all retail accounts in Canada and the United States, including Alaska, are based upon prices listed in the July 1, 2007 retail-on-the-shelf price list.

\*\*Percentage of commission and commission credits may vary outside the U.S.

# 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. This is called residual income: Dealers with strong, active Personal Groups continue generating commissions 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 or other promotional activities.

## 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 thing in 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)
- Know your prospect
- Help the prospect visualize
- Do the paperwork
- Follow up

# Sell for today, sponsor for tomorrow.



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