

## Tips for Growing Your Dealership

While an AMSOIL Dealership offers several ways to earn profits and commissions, focusing on a few key areas will help you grow your business.

### Expand your Sales Force

Virtually everyone you come in contact with is a potential new Dealer. Begin with friends and family, then expand to people outside your inner circle. Consider talking to members of groups or organizations you belong to, neighbors and even old classmates. Some Dealers find new Dealers through print or radio advertising, trade shows, flyers, the Internet or other promotional activities. Customers, particularly Preferred Customers, also make great Dealers because they believe in the product and start with a good base of knowledge.

Personal group Dealers expand your income opportunity, so by adding more Dealers to your group, you've really just expanded your sales force.

### Get Retailers on Board

Every Dealer should have several installers to which he or she can send customers who don't change their own oil. Retail accounts – businesses that sell AMSOIL products or install them as part of a service (auto service centers, auto parts stores, etc.) – provide great potential for sales. They see multiple customers each day, providing countless sales opportunities. Auto service centers are important due to the growing do-it-for-me market.

Though corporately owned retail businesses shouldn't be ruled out, Dealers should focus on independently owned retail businesses. They're easier to establish because their decision-makers are typically more accessible and their business models commonly align with the AMSOIL philosophy – providing high-quality products and services that deliver customer satisfaction.

### Add Commercial Businesses

Commercial accounts include businesses who buy AMSOIL products to use in their equipment (e.g., landscaping companies, trucking and taxi fleets). These business provide excellent potential and all share one trait – they want to save money. The complete AMSOIL product line satisfies the needs of most commercial businesses by reducing money spent on maintenance, maximizing equipment life and cutting fuel costs.

As with retail sales, start by focusing on independent companies. You will enjoy greater success by focusing more energy where the best opportunities lie.

### Build a Base of Preferred Customers

Many customers simply want to purchase AMSOIL products at the lowest possible prices and have no interest in selling, making them perfect candidates for a Preferred Customer membership. Preferred Customers receive reduced pricing, special offers and free shipping. They also get free gear, earn points on all purchases redeemable on future orders and receive bonus points for referring friends and family. P.C.s pay a small annual fee. You earn commission credits on each of their purchases.

### Go Online

Because more people than ever are shopping online, performing online research before they buy and spending more time online in general, it's a smart move to add a digital focus to your business plan. Taking your business online will give you more exposure, potentially leading to more sales and more cash in your pocket. Purchasing an AMSOIL website or carving out a niche on social media are effective ways to gain customers through all of the AMSOIL programs. You'll also discover new ways to interact with people that can work to solidify your role as a lubrication expert.



## AMSOIL University Online

Immerse yourself in sales, technical and marketing training, business-building strategies and more with AMSOIL University Online.

Learn at your own pace, on your own schedule with

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

Explore AMSOIL University Online by logging into the Dealer Zone and clicking on the AU Online link.

### Dealer Certification

Dealer Certification is the first phase of Dealer training in AMSOIL University Online. Passing the Dealer Certification exam is the first step toward accessing all the support benefits AMSOIL provides, like being eligible to participate in AMSOIL co-op programs, receiving leads directly from AMSOIL and having your business listed on the AMSOIL Locator.



Contact your local full-service 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



- Online/Catalog Sales
- Commercial Accounts
- Retail Accounts
- Preferred Customers
- Building a Sales Force



Tools to build your AMSOIL business.



