

AMSOIL®

► DEALER EDITION

MAGAZINE

NOVEMBER 2024

ENGINE VALVETRAINS 101

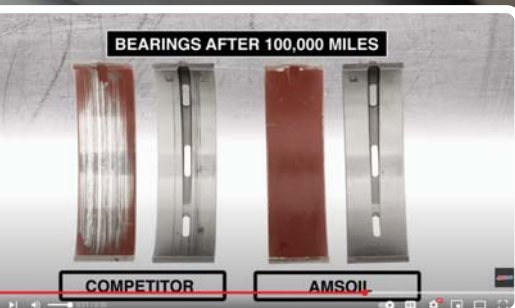
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The Roadmap to Installer Sales Success | PAGE 10



Be the Expert



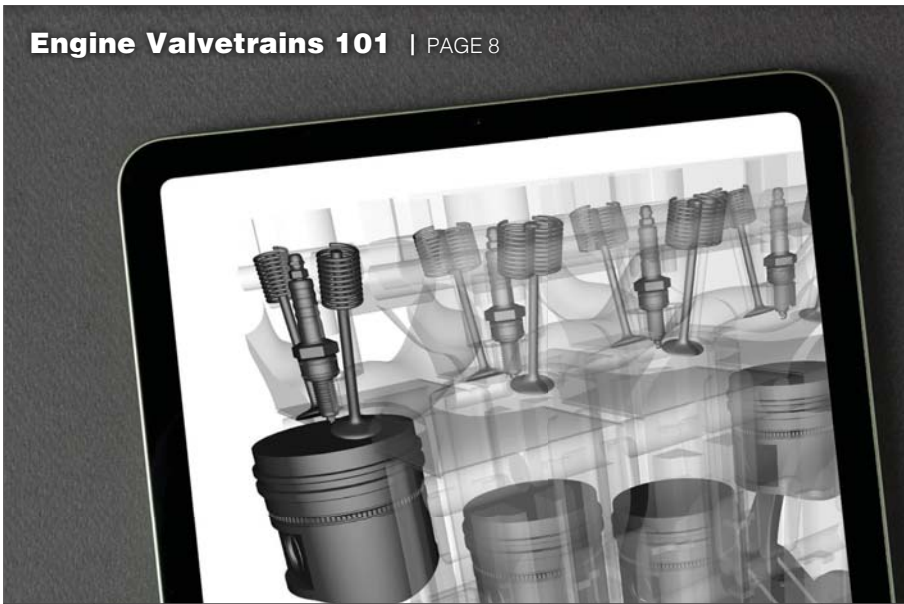
Share videos from the **AMSOIL** YouTube channel.

Becoming a trusted source of lubricant knowledge is the best way to make sales – and the AMSOIL YouTube channel can help you do it. Use it to introduce the AMSOIL brand, demonstrate product performance, share garage tips and more.

Here's how to share videos:

1. Go to youtube.com/amsoilinc.
2. Search videos on the channel by clicking the magnifying glass below the AMSOIL logo.
3. Find an appropriate video.
4. Put the video in full-screen mode and click the arrow in the upper right corner.
5. Choose your preferred way to share the video: as a post, message or email.
6. Follow up to see if they have any questions and are ready to place an order.

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THE COVER

We examine engine valvetrains and their importance to vehicle performance, efficiency and reliability.





From the Chairman

I have a confession to make: I once broke into a bank. I worked as a custodian in high school, and one of the facilities I was responsible for cleaning was a bank in Superior, Wis. I cleaned the bank alone at night, and one night I went outside for something and when I tried to re-enter, the door was locked. Well, I had a screwdriver in my back pocket and there was an awfully wide gap between the door and the frame, so I slid the screwdriver in along the strike plate and the door opened easily. When I completed my tasks for the night, I left a note on the bank president's desk letting him know what happened and how easily a teenager entered his locked bank without consequence. The doors and locks were promptly improved.

I could have said nothing – the bank's security was not my responsibility – but I could not allow something I knew was a problem to persist without making the right people aware. I didn't know it then, but my actions added value for the bank, its customers, my employer and myself. The bank was made aware of an issue and corrected it, its customers' deposits remained secure, my employer received positive feedback and loyalty from the bank and I earned a reputation for going above and beyond, securing my position at work – everybody wins.

That concept drives our work at AMSOIL. We don't just want to create a product that works OK, sell it and find ways to maximize profits. We want to create products that add value for customers. When we do that successfully, everybody wins. It creates happy customers, happy

Dealers and a growing company. Our efforts to add value are evident in our products. AMSOIL Signature Series Synthetic Motor Oil provides the best protection money can buy and allows users to go up to 25,000 miles or one year between oil changes if they wish. Those customers save time and money and their vehicles last longer. AMSOIL Synthetic V-Twin Oil is designed specifically for V-twin bikes, protecting the motorcycles customers love and helping them avoid the common issues V-twins face, like overheating, poor clutch performance and more. AMSOIL INTERCEPTOR® delivers specialized protection for snowmobiles, flowing quickly in the cold, keeping exhaust power valves clean and protecting high-performance sleds that run hard. Customers save time and effort and know they can count on their snowmobiles to perform. The list is endless.

Our programs are also designed to add value. We care about our customers and want them to get the most out of doing business with AMSOIL, so we investigate to uncover what they care about most and design our programs to deliver as much value as possible. The Preferred Customer Program is an excellent example. P.C.s told us the benefits they wanted most, we did our best to create a program that provided what they asked for and as a result, the P.C. Program continues to grow at a rapid pace. We knew we needed to improve the Installer Program, so we visited various installers – those that carried AMSOIL products and those that did not – to find out what

they value most. Our updated Installer Program reflects our findings and should result in more happy installer accounts (and more happy servicing Dealers).

We also apply our findings to our marketing. The support materials we create have been carefully developed to highlight the value of doing business with AMSOIL. Sure, there will be an account or customer here and there who values something different; however, our messaging is dialed in to speak directly to target audiences about the things they care about most. We strive to add value for you by advertising our products and programs online to a national audience.

What can you do to add value for your customers and AMSOIL? The more knowledgeable you are, the more value you can add. Start by knowing our products and programs inside and out. Then you will bring exceptional value to customers with your ability to help them select the program that will benefit them most, simplify account registration and assist with product selection. Most of all, act with your accounts' best interest at heart. Be available to them, build strong relationships and help them reach their goals. The result will be a win-win-win, with value added for everyone involved – customers, Dealers and AMSOIL.

Alan Amatzio
Chairman & CEO

PARK IT IN THE GARAGE



MyAMSOILGarage™

Wouldn't it be great if there were a way to keep track of all your customers' vehicle information in one easy, convenient location? Welcome to MyAMSOILGarage.™ In today's busy world, it's nice to know that vehicle maintenance can be monitored and scheduled through one easy-to-use source located on the AMSOIL website.

- **Email** reminders let customers know when it's oil-change time.
- **Information** for all your customers' vehicle-maintenance routines, including fluid fill capacities.
- **Free** to use.

We're hoping you'll park your vehicles here, too, along with the tens of thousands already here. Sometimes, the best things in life really are free.

Help your customers by reminding them of their lubrication needs. They will thank you for it.

LETTERS TO THE EDITOR

PRODUCT STORAGE

I recently visited two different retail accounts, one a variety store gas bar and the other a gas bar servicing auto and marine customers fueling boats directly at a small marina. Retailers don't seem to understand that lubricants and fuel additives can and will deteriorate in direct sunlight and become unusable. Quickshot® is in a clear bottle, indicating the deterioration, where other products in a gray bottle may hide the deteriorating additives. I think there should be a "Best Storage Practices for Retailers" information package to easily educate our customers.

Rob Sauer

AMSOIL: Great idea, Rob. We've included an article about proper lubricant storage on p. 13 of this magazine. The article is also available in PDF format in the Digital Library of the Dealer Zone, allowing you to download it and share with your customers and accounts.

SYNTHETIC BLENDS

I'm concerned about the new AMSOIL "blends." I have been an AMSOIL Dealer for more than 40 years, so I have been exposed to many people who knew nothing about oils, so I took the time to explain the makeup of oils and the differences between conventional and synthetic oils.

When Mobil* took Castrol* to court back in the late '90s for false advertising because Castrol was using a Group 3 base stock and advertising the Syntec* as a synthetic oil, the court ruled Castrol could continue to advertise their Syntec as a synthetic. After the litigation had been resolved, most all the major oil companies started to use the Group 3 base stock to formulate their synthetic oils, including "blends." AMSOIL did not lower their standards and continued to formulate their oils using the higher-grade Group 4 base stock, as well as higher-quality additives, in the Signature Series oils, which in my mind are the very best synthetics available today.

Today there are many brands of synthetics available, which in most cases are using a Group 3 base stock and lower-quality additives.

Now we all know the market has changed and there are more synthetic "blends" on the market, with as little as 1 percent synthetic base stock in them, and they can be advertised as a "blend," as there are no standards for "blends." Of course, these oils are much less to formulate and produce than an oil such as Signature Series.

Getting back to my concerns on the AMSOIL "blends," it appears to me we Dealers are going to go back in time and explain to the customer that the AMSOIL blends have a higher percentage of synthetic base stock in them than the other brands, as most of my new customers will think that all brands of synthetic blends are the same.

Back when I first became a Dealer, it took a great amount of time to explain the differences, and I feel we as Dealers will need to do a lot of explaining because most of the people I came across thought all brands of synthetic oils were the same, just as people today will think all synthetic blends will be the same.

Thank you,

Wayne Owen

AMSOIL: Thank you for sharing your concerns and for your long-time loyalty as an AMSOIL Dealer, Wayne. You are correct; we have not lowered our standards as we still offer the highest-quality synthetic motor oil on the market with AMSOIL Signature Series. Signature Series remains the top option for customers who want the very best protection and performance. We have simply diversified in order to capture more customers and grow the business. Plenty of customers are not initially interested in the best protection money can buy, but they may certainly be interested in upgrading from a conventional oil. Many of these customers also rely on installers to change their oil, and our new synthetic-blend oils are geared especially for installer businesses, allowing them to sell a high-quality synthetic blend to their customers interested in the upgraded protection benefits, while allowing AMSOIL Dealers to capture a bigger share of this market.

BYPASS SYSTEMS

I hope this finds you well. My primary market is the diesel world, but more specifically the Duramax,* which is what I use as my personal vehicle. The AMSOIL GM 6.6L Dual-Remote Bypass System (BMK27) has been a great seller over the years, but only works on Duramax engines up to 2019. For the 2020 and newer trucks, it doesn't work due to low oil pressure issues. I know you can use the universal single bypass setup; however, personally and what I hear from customers is they would rather have a kit similar to the BMK27 that uses an adapter plate. It makes for a nice, clean installation under the truck vs. a universal one that dumps the oil back into the engine via the fill cap and you have hoses running everywhere.

Having been such a great setup for the older Duramax engines, I am surprised it hasn't been more of a priority for AMSOIL. Is there an update on getting another setup similar to the BMK27 for the 2020 and newer Duramax engines?

Thanks,

William L. Parsons, Jr.

AMSOIL: Great question, William. We currently have an open project to address bypass systems for 2020 and later Duramax engines. A solution is in the works and we are working through the details to bring it to market. Stay tuned.

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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.



Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

When temperatures drop, oil viscosity rises. That can be a problem for your engine, especially at startup in winter weather, because cold, thick oil can't flow quickly to reach critical components, leaving them vulnerable to wear. As temperatures climb, viscosity falls, and the oil loses film strength and the ability to prevent metal-to-metal contact and wear. For these reasons, it's critical that motor oil stays within a specified viscosity grade. Multigrade oils combine the properties of low- and high-viscosity oils, effectively maintaining viscosity over a wide temperature range.

Viscosity Ratings

The "W" in viscosity ratings stands for "winter" and represents the oil's viscosity at low temperatures. W ratings reflect the dynamic viscosity at a specified low temperature in accordance with the SAE J300 specification. The number following the W represents the oil's viscosity at operating temperatures and is tested at 100°C (212°F).

All-Season Protection

Prior to the introduction of multigrade oils, the method to maintain proper viscosity year-round was performing seasonal oil changes. Drivers used lower viscosities in the winter and higher viscosities in the summer. The chart above illustrates the difference between two monograde oils, SAE 30 and SAE 10W, versus a 10W-30 multigrade oil. As you can see, the SAE 30 oil is not in grade at low temperatures, but meets grade as temperatures rise. Conversely, the 10W oil performs within grade at low temperatures, but falls out of grade as temperatures rise. The 10W-30 multigrade oil provides the best of

The Science of Multigrade Oils

Engines are complex mechanical machines designed to operate under a specific set of parameters, and they require a steady flow of motor oil to operate properly and protect critical components from wear.

both worlds, staying in grade across a wide temperature range. This is why using multigrade oils eliminates the need for seasonal oil changes.

How it's Made

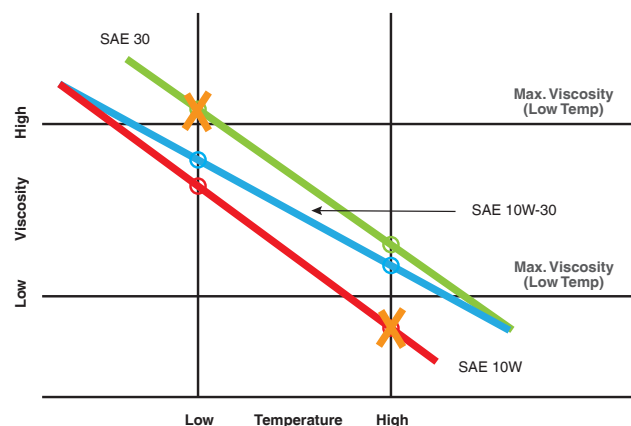
Multigrade oils are made with a blend of base oils and additives, notably viscosity modifiers. The modifiers are specialized polymers that react dynamically to temperature changes.

At lower temperatures they remain small, like a spring that maintains a tight coil shape at rest. As the engine warms, they expand or unwind, effectively thickening the oil and preventing it from becoming too thin. As the engine cools, the polymers return to their natural, smaller state, allowing the oil to remain fluid and easily pumpable. This adaptability enables multigrade oils to provide consistent engine protection and performance regardless of external or operating conditions.

Quality Matters

The quality of a multigrade oil hinges on the caliber of its base oils and the effectiveness of its additive package. A high-quality multigrade oil features premium base oils that deliver excellent oxidative stability and low volatility. Additionally, its additive package should be robust, resisting breakdown over time and safeguarding against wear, deposits and sludge.

Inferior motor oils often use lower-quality base oils paired with an insufficient



amount of low-quality additives, leading to faster degradation of the oil and increased risk of engine wear and damage, especially at startup where most engine wear occurs. These cost-cutting measures can result in oils that degrade quickly, leading to shear and an inability to keep metal components separated, reducing engine performance and longevity.

Built to Last

Multigrade motor oils are essential for protecting modern engine technology across a broad range of temperatures and conditions. We engineer AMSOIL motor oil to hold up to the brutal conditions inside your engine – from frigid starts to hard work. We formulate our multigrade motor oils with an unwavering focus on quality and innovation, using only premium synthetic base oils and advanced additives that provide superior protection, performance and vehicle longevity. The result are products that help maximize engine protection and performance every day of the year, no matter what you drive or how you drive.

Engine Valvetrains 101

The valvetrain plays a crucial role in your engine. It is the conductor orchestrating the precise opening and closing of engine valves, ensuring optimal airflow in and out of the combustion chamber. Far from the limelight of turbochargers and high-performance fuel systems, the valvetrain is the backbone of engine functionality, significantly influencing performance, efficiency and reliability.

What is it and How Does it Work?

The valvetrain is a collection of components responsible for managing the timing of the engine's intake and exhaust valves. Its primary function is allowing fresh air to enter the combustion chamber and expelling exhaust gases. This coordination is crucial as it dictates how effectively an engine can breathe, impacting power output and fuel efficiency.

At the heart of this operation is the camshaft, which controls valve movement through a series of lobes that push against other components to open and close the valves as it spins. The camshaft is synchronized with the crankshaft, ensuring that valve operation is perfectly timed with piston movement.

Valvetrain Components

The valvetrain is composed of several interrelated components, each performing a specific function.

Camshaft

The camshaft is a rotating shaft equipped with cam lobes shaped to control valve timing and lift. It is driven by the crankshaft, usually through a timing chain or belt. In overhead camshaft designs, the camshaft is positioned above the valves, directly actuating them without the need for pushrods. In pushrod engines the camshaft is located below the valves.

Pushrods

Pushrods are necessary in engines where the camshaft is in the block rather than the cylinder head. They are slender, metal rods that transfer motion from the camshaft to the rocker arms in overhead valve engines. It's like a chain reaction: camshaft lobes lift the pushrods and pushrods lift the rocker arms. Much like

a teeter-totter, when the rocker arms are lifted on one side, the other end pushes down against the valve springs to open the valves. We dive deeper into each component within this system below.

Rocker Arms

Acting as levers, rocker arms translate the linear motion of pushrods into the vertical movement needed to open the valves. Their configuration can affect valve lift and timing, influencing engine performance.

Rocker Shafts

Providing pivotal support, rocker shafts allow rocker arms to pivot smoothly as they actuate the valves.

Valve Bridges

In engines with multiple valves per cylinder, valve bridges connect paired valves, ensuring they open and close in unison for optimal airflow.

Valves

The intake and exhaust valves control the flow of air and fuel into and out of the combustion chamber. Their precise operation is critical for maintaining engine efficiency and performance.

Valve Springs

These springs ensure that valves close completely after opening, maintaining the pressure needed to keep them seated against the valve seat.

Timing Belt

The timing belt connects the camshaft and crankshaft to ensure synchronized rotation, critical for maintaining valve timing.

Belt Tensioner

This device maintains the proper tension on the timing belt, preventing slippage and guaranteeing precise valve timing.

Common Issues

The top end of the cylinder that includes the valve interface with the combustion chamber often lacks lubrication due to the limitations of the oil-control rings and combustion heat at the top of the cylinders. It's also prone to the development of deposits and highly susceptible to corrosion, an issue compounded by the prevalence of water-absorbing ethanol in fuel. This can lead to increased friction and wear, affecting performance, and compound issues such as carbon buildup, which can impede valve operation.

Valve float occurs when the valve springs fail to keep up with the camshaft at high rpm, leading to incomplete valve closure. This can cause a loss of power and efficiency, and in severe cases, engine damage.

Protecting Your Valvetrain

Protecting your valvetrain is essential for engine performance and longevity. AMSOIL offers a range of products to help protect your valvetrain, helping reduce wear, extend component life and maximize performance.

Advanced Motor Oil

AMSOIL 100% synthetic motor oils provide excellent protection and thermal stability, reducing wear and extending component life. AMSOIL Signature Series 100% Synthetic Motor Oil provides 75% more protection against horsepower loss and wear.¹

Powerful Fuel Additives

AMSOIL offers a duo of powerful additives to help protect your valvetrain: AMSOIL P.i.® Performance Improver and AMSOIL Upper Cylinder Lubricant.

AMSOIL P.i.

AMSOIL P.i. attacks carbon and sludge buildup head-on with concentrated detergents that aggressively clean stubborn, power-robbing deposits from injectors, valves and the combustion chamber. Independent testing demonstrated the performance of P.i. using a 2016 Chevrolet* Silverado* with 100,616 miles (161,926 km) on the odometer. Following a single treatment with P.i., the truck measured a 14% improvement in horsepower.²

P.i. restores GDI fuel injectors to 100% flow rate after one tank of fuel.³ It helps keep valves clean and moving freely; helps protect against compression loss, difficult starting and rough idling; improves fuel economy and helps restore power and performance.

Upper Cylinder Lubricant

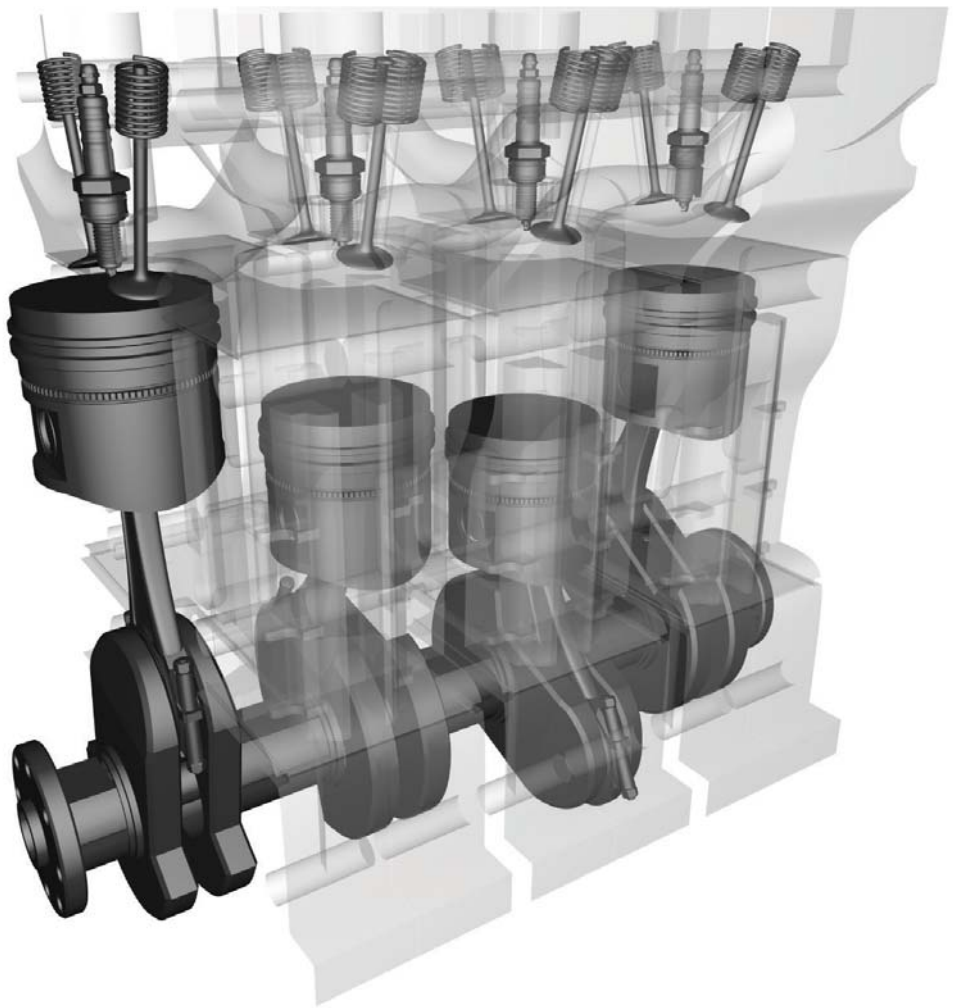
AMSOIL Upper Cylinder Lubricant helps preserve and build on the gains made by AMSOIL P.i. It lubricates the top end of the engine, fights ethanol-related corrosion and maintains cleanliness, particularly in the all-important fuel injectors.

Upper Cylinder Lubricant deploys unique additives to provide essential lubrication and reduce piston-ring and cylinder wear – maximizing engine compression and horsepower. Its lubricity improves also aid in protecting fuel injectors and other fuel-system components from wear. AMSOIL Upper Cylinder Lubricant delivers 18% more lubricity than Lucas* and 20% more than Sea Foam* for better retention of horsepower and fuel economy.⁴

To battle corrosion, Upper Cylinder Lubricant uses potent corrosion inhibitors that coat metal surfaces, block out moisture and stop deterioration before it starts. This is particularly important when using gasoline that contains water-absorbing ethanol.

AMSOIL Engine and Transmission Flush

If you suspect or know that your engine has a maintenance history that includes lower-quality motor oil, AMSOIL Engine and Transmission Flush can help clean



and restore it. Its potent, detergent-based formula cleans sludge and deposits from your engine, including the upper regions, to help loosen sticky valves and rings and remove harmful sludge and deposits. AMSOIL Engine and Transmission Flush helps restore fuel economy, improve performance and promote longevity. It's safe on parts and can be easily disposed of with waste oil.

Component Checks

Monitoring the timing belt and tensioner is vital. Replace the timing belt as specified in your owner's manual and check the tensioner for wear to avoid slippage or failure.

Regularly inspect valve lash, the clearance between the rocker arm and valve stem, to ensure it remains within specification. Incorrect valve lash can lead to noise, inefficiency and even damage.

Valve springs should be checked for signs of weakness or breakage, as these can lead to valve float. Replacing old or worn springs with new, high-performance options can enhance engine reliability, especially in high-rpm applications.

Long Live the Valvetrain

The valvetrain is a vital and intricate system that demands attention and care. Proper maintenance will help keep your engine's valvetrain in excellent condition so you can enjoy maximum performance, improved fuel efficiency and long engine life.

¹Based on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test.

²Based on third-party testing in a 2016 Chevrolet* Silverado* 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary.

³ASTM D5598(M) – 2013 Buick Regal test vehicle.

⁴Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline.

The Roadmap to Installer Sales Success

Demonstrating how AMSOIL products can improve an installer business's car count, sales per ticket and reputation is key for your success. The Installer Roadmap walks you through each step of the AMSOIL sales process and provides the tips and tools you need to identify and register new installer accounts.

Roadmap Benefits

- Provides a structure to help find high-potential customers.
- Breaks a long sales process into manageable pieces.
- Takes the focus away from product price.
- Helps direct you to what's most impactful for the customer.
- Builds a case for improving sales per ticket/profitability, car count and the overall reputation of the business.
- Improves communication with the AMSOIL retail team when discussing sales scenarios.
- Helps direct effective use and timing of AMSOIL resources.
- Helps build a partnership with the customer.

AMSOIL Sales Process

PROSPECTING

In this step of the sales process, you identify high-potential businesses on which to focus your sales efforts. Setting time aside specifically for prospecting allows you to maximize your time for account acquisition. Start by focusing on the installer businesses that AMSOIL and AMSOIL Dealers pair with best, as this will give you the best chance of success. These businesses include...

- Full-service garages
- Quick lubes
- Powersports service garages
- Specialty shops

You can find prospects from target industries by identifying local opportunities; networking with friends, family, personal associates and referrals; using social media and conducting online research. Once you have created a list of prospects, create a list that includes their contact information and set dates on your calendar to visit those businesses.

APPROACHING THE BUSINESS

In this stage, you will visit the prospect to gather initial information, proceed beyond the gatekeeper and identify and set up a meeting with the decision maker at the prospective installer business. Working directly with decision makers provides the best chance to influence a change to AMSOIL products.

Prepare for your visit by researching ahead of time to show the prospect that you are interested and engaged. This will also help you avoid asking questions you can answer on your own. Sources for your research can be found in the following:

- AMSOIL market briefs
- Company website
- Reviews
- Advertisements
- News articles
- Trade magazines
- Personal contacts

Identify Decision Makers

Find out who the key decision makers are at the business. Some gatekeepers at the business may appear to be decision makers, but can't ultimately make the decision to switch to AMSOIL lubricants. Part of a gatekeeper's job is limiting the number of salespeople who reach key decision makers. Understand gatekeepers' role and influence, and do not underestimate their importance. Determine the key individuals involved in the decision-making process; your goal is to interact with all of them. You can ask these questions to help identify decision makers of the business:

- Who is your current lubricant supplier?
- Have you heard of AMSOIL?
- Is there a specific process you use to consider adding or switching lubricant suppliers?
- Has your company switched lubricant suppliers recently?
- Who, besides yourself, would be involved with deciding to add or switch lubricant suppliers?

While your goal is to identify and set a meeting with the decision makers, you may have to delay that goal for another day. If you cannot meet with the decision makers that day, obtain business cards or names and contact information of key decision makers. Leave your business card and the Installer Program Catalog (G3883) with the gatekeeper. Then, send a follow-up email and make another attempt to secure an appointment with the decision makers through phone, text, email or additional face-to-face opportunities.

DISCOVERING NEEDS

Once you have secured the first meeting with your prospect, you will need to ask questions to gain a better understanding of the business and the information required to develop a proposal. You will set a future appointment to present your proposal. Demonstrating you are there to solve problems will lead the prospect to place more importance on your solutions and proposition.

Make sure to reach out to the prospect through email ahead of time to remind him or her of your appointment. Business owners have many priorities, and this helps reframe the conversation and allows them to prepare. At your meeting, put your prospect at ease with your opening. Let him or her know you will address pricing at the right time. You can say something along the lines of, "The intent of today's meeting is for me to gain a better understanding of your business, your lubricant needs and potential improvements. The goal is to determine if AMSOIL products are a good fit and how we can work together to meet your goals. To do so, I'd like to ask some questions to better understand your business. This will allow me to put together a proposal unique to your business. I'll set up another meeting with you to discuss and move forward, including pricing."

Use the Retail Questionnaire

The Retail Questionnaire (available in the Dealer Zone under Retail Business Tools) is specifically designed to help you gather the necessary information to put together an impactful proposal. Print a copy and use it to take notes during the meeting. Practice using the Retail Questionnaire ahead of time and customize the questions to your style. Keep the meeting conversational by asking open-ended questions to get your prospect talking. People like to talk about their work and their business, but they don't like to be interrogated. After your meeting, send a follow-up email thanking the prospect for their time and letting them know you look forward to presenting your solutions and working with them in the future.

DEVELOPING THE PLAN

Develop a proposal focused on how AMSOIL can help the potential account grow its business based on the information shared in the meeting. Prepare a professional presentation folder containing your solutions that you can leave with the prospect after your meeting. Developing a proposal based on information the prospect shared allows you to present a total solution.

Start by reviewing the notes and information you gathered from the prospect. If further questions arise, reach out to the decision maker for clarification. This demonstrates you are engaged with the information the prospect shared. Consider addressing the following points in your presentation:

- Consolidating the prospect's list of vendors.
- Managing the transition of switching to AMSOIL products and what equipment they may need.
- Helping the prospect forecast product needs.
- AMSOIL products, such as fuel additives, that are low-cost, high-margin add-ons that increase ticket sales.
- How AMSOIL products can drive high-value customers to their doors through our brand recognition and AMSOIL Locator tool.
- Walking the prospect through the personalized marketing tools to which they have access.
- How you will work with the prospect to ensure success.

Develop AMSOIL Solutions

Next, develop solutions based on information the prospect shared. Are there any "must haves" you cannot provide (i.e., bulk delivery)? Determine how you will address this. Then, establish pricing. Indicate the volumes necessary to receive a discount and prepare to show the account the pricing it will receive if those volumes are achieved. Be sure to set realistic goals. You should also gather these resources for the presentation:

- The Installer Program Catalog (G3883).
- A quote created using the EZ Quote tool that further breaks down the pricing into terms they understand, such as cost per quart or cost per gallon.
- Data sheets specific to the products you are presenting.
- Bulk-dispensing information.
- Packaging and shipping specifics.
- SDS sheets.
- The Installer Cost Calculator to show the level of investment you're asking for.

PRESENTING SOLUTIONS

Once you have reached this step in the sales process, you will be meeting for a second time with your prospect to present your AMSOIL solutions. The goal of this stage is to establish an account and move forward with the first order. Listening allows you to present solutions based on the customer's needs, rather than assumed information.

Use the AMSOIL Presentation Folder You Prepared

Review key points and findings from the last meeting. Check to make sure nothing has changed. Detail the solutions you have identified, include any supporting documents and mention any specific wording they used to identify their pains. Then, review pricing and explain the discount structure.

Focus on these points in your presentation:

- AMSOIL partnership with personalized marketing support.
- Extensive product and package selection for all their business needs.
- AMSOIL reputation and ability to drive customers to their location.
- Boosted reputation by using the best products for their customers.
- Value-added offerings, such as bulk dispensing and fuel additives.

After you have presented this information, walk your prospect through the next steps to establish an AMSOIL installer account and place their first order.

ONGOING SERVICE

Once you have established a new installer account, it's vital to provide a level of service that aligns with the customer's expectations. Strengthening your relationship with the customer makes it less likely they will consider less-costly competition.

Maintain Regular Communication

Continue building your relationship with the customer. Try to interact with people from various levels of the business. You never know the influence someone may have, and by getting to know everyone, you'll be prepared for turnover.

Don't just be an order taker; be a resource. Determine your customer's communication preferences and how often they'd like to keep in touch. Stay top of mind by focusing on the following:

- Awareness of the full AMSOIL product line.
- Additional sales opportunities, including fuel additives and transmission fluid.
- Bulk dispensing.
- Review pricing and the purchase amount required to achieve a higher volume discount.
- Awareness of promotions.
- Industry news and trends.

The AMSOIL Installer Roadmap is available in the Dealer Zone (Business Tools>Retail Business Tools). Use this resource as a tool to help guide you through the sales process for registering installer accounts.

Premium Protection for High-Performance Sleds

Manufacturers are designing today's sleds to deliver unprecedented power and performance, so snowmobile enthusiasts can push the boundaries even further. Some models use turbocharging to produce extreme horsepower. Turbos create intense heat and pressure that can create power-robbing deposits on the turbo bearing, pistons and exhaust power valves, reducing engine power and causing engine wear.

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) is designed to handle the challenging engine conditions created by modern high-performance sleds. To evaluate its performance, we installed INTERCEPTOR in a turbocharged Polaris® Switchback Assault Boost* and ran it on our dyno for a simulated season of aggressive riding.

After testing, we tore down the engine and examined the parts for deposits and wear. The synthetic base oils and advanced additives in AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil virtually eliminated deposits and wear, keeping parts clean to help deliver maximum power and engine life.

AMSOIL offers a complete line of snowmobile products to keep your sled running at peak performance all winter long.



Check out the full YouTube video



Products

- AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)
- AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR)
- AMSOIL Synthetic 2-Stroke Injector Oil (AIO)
- AMSOIL Synthetic Chaincase & Gear Oil (TCC)
- AMSOIL Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil (AFF)
- AMSOIL Quickshot® (AQS)



MAXIMIZING THE SHELF LIFE OF AMSOIL PRODUCTS

AMSOIL synthetic lubricants are designed to retain their original performance after a reasonable period of time in your storeroom. Proper storage ensures the freshest, most effective products possible.

From fresh fruit to batteries, most consumable products have a shelf life. Lubricants are no different. AMSOIL engineers products that retain their original performance for as long as possible. While a general, concrete timeline is difficult to predict, creating the right storage conditions can extend a lubricant's shelf life. Here are a few suggestions to maximize the time products may safely be stored.

Protecting Your Investment

Products should always be stored in their original containers and, when possible, in a clean, dry, moderately temperate area. Lubricants should be stored away from solvents and cleaning agents.

Shelter from the Storm

Lubricants should be stored indoors to avoid the higher potential for damage from environmental contamination and temperature fluctuations that comes with outdoor storage. Follow these best practices if outdoor storage is your only option:

- Protect containers from the elements (direct sunlight, dirt, water, snow, rain, etc.).
- Keep containers off the ground by storing them on pallets.
- Store unopened drums horizontally (except grease).

First-In/First-Out

To reduce the possibility of extended storage, use the first-in/first-out (FIFO) method to ensure the oldest inventory is used first.

AMSOIL Product Shelf Life

Product shelf life varies significantly depending on product design, environmental contamination, chemical contamination and temperature. Most liquid lubricants can last five years if you follow these suggestions and properly store your products. Because grease can harden or lose its oil content over time, it generally has a storage life of two years. If you have questions or require technical guidance, call AMSOIL Technical Services at (715) 399-8324 (TECH) or email us at tech@AMSOIL.com.

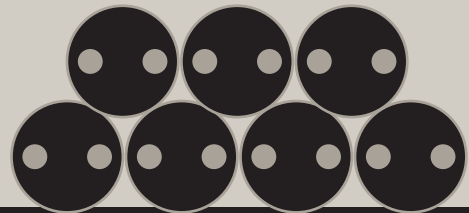
FACTORS THAT AFFECT SHELF LIFE

CONTAMINATION

Water intrusion and the migration of water vapor, along with the introduction of foreign materials like cleaning agents and solvents, can cause a lubricant to degrade, resulting in reduced performance.

TEMPERATURE

The ideal storage temperature is 32°F (0°C) to 85°F (29°C) – temperatures out of this range can promote water migration, cause additive separation and reduce the effectiveness of additives over time.



STORE DRUMS HORIZONTALLY

Keep the bung caps at the 3 and 9 o'clock positions and the lubricant covering both entrances. This reduces the chance of water vapor migration through the bung due to the thermal expansion and contraction of the air head-space.

Succession Planning Keeps Your Dealership Legacy Intact

After cultivating a successful AMSOIL Dealership, it's important to have a contingency plan in place for when you're no longer able to tend to it. Succession planning is one of the first things any serious AMSOIL Dealer should work into his or her blueprint. It helps ensure your hard work continues supplying a steady stream of income for someone when it's time to wind down. More importantly, it ensures your customers will remain supported by your successor.

There are active Dealerships established in the early years of the company that are still growing strong today. These Dealerships are testament to the importance of succession planning and how it can impact generations. We connected with some AMSOIL Dealers who found themselves taking on established Dealerships, and asked how they maintained their success.

Direct Jobber Lisa Greenwood

Lisa's father, Ed Greenwood, became an AMSOIL Dealer in 1980. As an F102 fighter pilot with a mechanical engineering degree, Ed knew synthetic lubrication was necessary to maintaining

proper jet engine operations. When he learned AMSOIL founder Al Amatuzio, a fellow jet fighter pilot, figured out a way to formulate synthetic lubricants for use in automobiles, he quickly saw the promise it held to change the lubrication industry. Upon testing the results through oil analysis multiple times on his very first AMSOIL oil change, Ed knew he had a product worth sharing and carried



Ed & Lisa Greenwood

his testing data to prove it to others. Ed and Al became friends over their shared interests, and an AMSOIL Dealership was born that would forever change the Greenwood family business. Ed also owned a vineyard and brought Al a bottle or two from his collection every time they saw each other.

Lisa became a Dealer herself in 1983 and started out by helping her dad with computer work and deliveries. They also worked the state fair, the place where Ed first heard about AMSOIL. One of the main questions they always received was, "Where can I buy it?" Ed soon realized that establishing retail locations was a pathway to servicing these customers outside of his weekly delivery runs. His focus turned to getting AMSOIL products on the shelves of retailers and installers. Before long, he landed a large retail establishment that agreed to carry AMSOIL products and he spent time making himself available to both shop personnel and customers. Ed connected personally with people and had a knack for remembering names, pets, anniversaries and details of conversations they'd held long before. This turned out to be one of the keys to the Greenwood success story: the ability to connect with people beyond making a sale.

Lisa was watching and learning, even if she hadn't yet fully committed to the cause. This was her dad's business that she helped him with, but she wasn't comfortable as a salesperson. Ed began taking her along to visit his customers, making introductions and sharing details that would allow her to maintain the personal connections he had made. He saw the opportunities to improve her skills and confidence, finding ways to help her overcome any obstacles with landing a sale. Over the years they worked their own Dealerships separately, while holding

Dealer meetings to share ideas and encourage further growth among others.

When it came time to rewrite the will after losing his wife, Ed turned to his children to see if they would be willing and able to carry on his AMSOIL Dealership someday. Lisa's brother determined it wasn't for him, but Lisa made a firm decision to carry on her father's legacy and build upon it no matter what. It was then she decided to make a serious effort to follow Ed's footsteps and use all the knowledge he had given her.

Years later, Ed suffered a stroke and Lisa found herself managing both her and her father's Dealerships. After taking care of both for some time, an idea struck; instead of waiting for the will to pass the Dealership to her during a most difficult period, what if they did it now so Ed could continue to participate and watch it grow? This way, he was also there to answer questions and lend support just as he always had.

After some thought, Ed agreed that would be a wise move and they went through the process of transferring his Dealership to Lisa. Under her dad's continued guidance, Lisa learned even more on her own. Ed took pride in watching his daughter take the reins of his AMSOIL Dealership and flourishing. Together, they celebrated three consecutive months of growth as she advanced.

By the time Ed passed, Lisa was ready to helm the Greenwood Dealership and continue steering it on her own. All the pieces were in place thanks to the work they had done to prepare. The years spent with her father created not only meaningful family memories, but a legacy business they built together that continues to flourish.



Direct Jobber John Moldowan

In the early '90s, John Moldowan Sr. retired from full-time work after 30 years in the petrol industry and farm sales. He started to develop what soon became a



John & Dianne Moldowan

sizeable AMSOIL Dealership in Red Deer, Alberta Canada thanks to the industry contacts he made during his career. When his son, John Moldowan Jr., needed a good oil for his '88 Mustang,* his father suggested he become a Dealer himself to make some extra money. John agreed, but he started slowly without plans of developing a large Dealership like his father's. When his father was ready to officially retire and spend time traveling, he approached John and his wife, Dianne, to ask if they would take over. The Dealership he had built was large enough that it would take John away from his day job in retail management. John and Dianne took a leap of faith and decided to make a go of it, taking time to learn the AMSOIL business and reading through the training manual. Back in those days, there was no internet or Dealer Zone; training materials arrived in a binder of literature that covered various aspects of the AMSOIL Dealer Program and product line. With John's father officially off enjoying retirement and no longer working any part of the business, John and Dianne were on their own to navigate their path forward.

John found any opportunity to use the skills he gained from his time in the retail workforce. He started visiting the accounts his father had established to make introductions and get a feel for their needs. He knew how to help accounts find ways to improve their retail businesses as a whole, not just through AMSOIL product sales. That strategy paid off in the trust he gained, and John found himself adding new business and climbing the ranks even further.

John's health issues have caused him and Dianne to evaluate their own need for having a successor in place when the time comes to wind down. They are starting to consider family members and downline Dealers who may be interested in taking over someday. One of the biggest challenges is finding a successor who will take the training and steps necessary to being ready for managing an established Dealership. "You can't just take over that many customers without knowing the business, or those customers won't stay customers." John advises. It's an important aspect to remember for all AMSOIL Dealers with accounts that have come to rely on their service and support. Life can change at any moment. The more prepared you are, the easier it will be for your successor to cultivate what you've sown and keep expanding the plot.

Key steps to consider as you formulate a succession plan:

Identify your successor:

A Dealership can only be sold to a Customer-Certified Dealer, and it takes time and effort to reach that level. Talk to your sponsoring Dealer about your plans to help ensure a seamless transition. If you intend to bequeath your Dealership to a family member in a will, be sure to register that person as a Dealer and get him or her acclimated to the business. Your successor must be ready to assume responsibility for taking care of your customers in the manner they are accustomed.

Transfer your knowledge:

AMSOIL Dealers gain valuable insight and experience with every customer interaction, but it can take years to earn. Use your intel to better equip your successor with ways to manage challenges you've faced along the way. Share what you know about how your accounts like to be taken care of, whether that's regular visits or simply keeping them in the loop with product or promotional news. Introduce your successor and account contacts so they may begin establishing their own working relationship.

Keep good records:

An established AMSOIL Dealership can hold useful information and details that aren't top-of-mind, but will be beneficial for your successor. Keep an accurate accounting of business assets, including liability insurance details, website domain names, business-name registration and any customer records you keep. If you carry an inventory of products, literature, promotional material or trade-show display assets, have a list of those items that will be transferred with the Dealership.

Ask questions:

It's strongly recommended you seek legal guidance for succession-planning advice before finalization. The AMSOIL Commissions Department can assist with general sale or transfer-of-Dealership policy questions. Be sure you have a full scope of what is necessary to achieve a successful transfer of Dealership so, when the time comes, most of the hard work is done. Ensuring your successor is primed for continued growth and development is one of the best decisions you can make for both your succeeding Dealer and your customers.

BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



**Reduced
Pricing**

Up to 25% off
every order



**Free
Shipping**

On orders
over \$100
(\$130 Can.)



**Birthday
Gift**

Celebrate your day
with \$5 off*



**\$5
Back**

Get a \$5 coupon with
every \$100 you spend*



**Exclusive
Promotions**

Throughout
the year



**Free
Membership**

When you spend
\$500 in a year

*Instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value). See Preferred Customer Program terms & conditions at [AMSOIL.com/pc](https://www.amsoil.com/pc) ([AMSOIL.ca/pc](https://www.amsoil.ca/pc)).

Full-year membership just \$20 (\$30 Can.).

THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

• Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
 • Must be Customer Certified to earn Tier 4 profits.

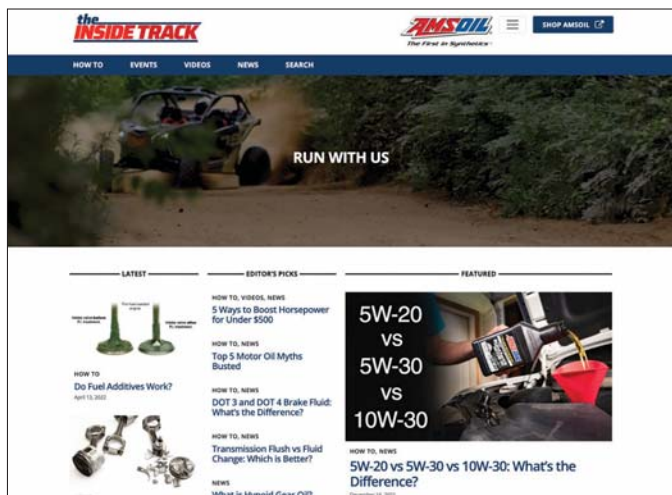
	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • Eligible to be assigned new Dealers 	<ul style="list-style-type: none"> • Eligible to be assigned retail accounts 	<ul style="list-style-type: none"> • Eligible to be assigned commercial accounts
How to Get Certified	<ul style="list-style-type: none"> • Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: <ul style="list-style-type: none"> • Have been a Dealer for less than 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers 	<ul style="list-style-type: none"> • Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer 	<ul style="list-style-type: none"> • Complete Retail Basic Training • Be Customer Certified • Register 1 retail account 	<ul style="list-style-type: none"> • Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	<ul style="list-style-type: none"> • Have at least four new qualified customers registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified Dealer registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified retail account registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified commercial account registered within the past 12 months

November Closeout

The last day to process November telephone orders is Wednesday, Nov. 27. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central on Saturday, Nov. 30. All orders received after these times will be processed for the following month. Volume transfers for November business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, Dec. 6.

Holiday Closings

The Edmonton Distribution Center will be closed Monday, Nov. 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 28-29 for Thanksgiving Day.



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

Beware of Ordering Scams

We have been made aware of several attempts by scam artists to target AMSOIL Dealers while posing as legitimate companies, including recent attempts by someone posing as a representative from Pfizer. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam. Be wary of the following warning signs:

- Unusually large orders or unusual product selection.
- Email domain name doesn't match the legitimate company's website address.
- Names on the account, credit card or shipping address don't match.
- Multiple orders with different shipping addresses.
- Multiple payment methods used or offered.
- "New" businesses with no online presence.
- Price isn't an issue and registering as a customer is too inconvenient.
- Caller ID is different than phone number used on account.
- Speed is important.
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services.
- Retail businesses (resellers) that aren't concerned about paying sales taxes.

While there can be legitimate reasons for some of these unusual situations, Dealers are well-advised to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/others to look out for similar activities.

Do not rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer.

Protect yourself and your Dealership by doing your homework and knowing who you're selling to. Remember, it is your responsibility to ensure your customers aren't attempting to pass stolen credit cards or resell products online.



Deluxe Automotive Bundle

Watch for Product-Bundle Promotions Aimed at Retail Accounts This Month

Bundling is a fairly common practice, but product bundles are new for AMSOIL. We are offering "essential" and "deluxe" automotive product bundles on a promotional basis for retail accounts. Watch the Dealer Zone for an announcement when the promotion launches later this month.

How it Works

We email all active retail accounts to notify them of promotion details. We will also advertise the promotion to retail accounts that log in at AMSOIL.com. Participating accounts need only click the link from one of the emails or ads to arrive at a landing page at AMSOIL.com/ca that presents their options. Bundles can also be purchased by adding the bundle product code to the EZ order form.

Stand Out

Retail bundles will change depending on the season and will be sized to fit perfectly on the AMSOIL metal display shelf (G3653), which will be available at a **50% discount with the purchase of a retail bundle**. Having a complete bundle of products on an AMSOIL-branded shelf ensures your accounts will have an effective product mix that stands out in their store.

Drive Retail Sales

Watch for new retail bundle promotions over the next few months and be prepared to share them through your marketing channels and personal visits. Promotion details and marketing assets will be provided through the Dealer Zone and Dealer Facebook page. The bundles are preselected top-sellers and no substitutions are allowed.



50% off an AMSOIL metal display shelf with bundle purchase.



DELUXE AUTOMOTIVE BUNDLE

PRODUCT CODE: U.S.: BRFPCMO-EA CANADA: BRFPCMO-EA

THE DELUXE AUTOMOTIVE BUNDLE INCLUDES...

- 2 cases Signature Series 5W-30 100% Synthetic Motor Oil (ASLQT-CA)
- 1 case Signature Series 0W-20 100% Synthetic Motor Oil (ASMQT-CA)
- 1 case Signature Series 5W-20 100% Synthetic Motor Oil (ALMQT-CA)
- 1 case P.i.® Gasoline Additive (APICN-CA)
- 1 case MP Metal Protector (AMPSC-CA)

\$650 (U.S.)

A savings of \$88.80 compared to buying these products individually.

\$825 (CANADA)

A savings of \$102.60 compared to buying these products individually.



ESSENTIAL AUTOMOTIVE BUNDLE

PRODUCT CODE: U.S.: BRMPCMO-EA CANADA: BRMPCMO-EA

THE ESSENTIAL AUTOMOTIVE BUNDLE INCLUDES...

- 1 case Signature Series 5W-30 100% Synthetic Motor Oil (ASLQT-CA)
- 1 case Signature Series 0W-20 100% Synthetic Motor Oil (ASMQT-CA)
- 1 case Signature Series 5W-20 100% Synthetic Motor Oil (ALMQT-CA)
- 1 case P.i.® Gasoline Additive (APICN-CA)

\$475 (U.S.)

A savings of \$48.17 compared to buying these products individually.

\$600 (CANADA)

A savings of \$72.60 compared to buying these products individually.





Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

The AMSOIL Sales Process is Your Game Plan

Your chances of success increase when you have a plan.

In my career selling in various industries, I have often heard analogies between sports and sales. There are many similarities between achieving success in sports and achieving success in sales. The best athletes in the world still practice and are always trying to improve their game. They're usually never satisfied with just staying where they are. The same holds true in sales. The best salespeople practice and are experts on their products. They are always focused on growing their sales and not just satisfied with what they have.

Great athletes also study their competition. They watch films and make adjustments depending on how particular competitors play. They try to expose competitors' weaknesses. Again, this holds true in sales. If you have little knowledge of your competition, you are going to put yourself at an extreme disadvantage. If you don't take the time to understand your potential customers' business and find ways you can help them better than business, you're going to be less of a valued partner to them.

The most successful athletes have a game plan. A football team has a playbook with set plays to choose from based on the scenario they are facing. Everyone on the team has a place they are supposed to line up and a role they are supposed to play. The quarterback may make adjustments before the ball is snapped based on what is seen from the defense. When a good play is called and this all comes together with everyone fulfilling their role, the chances of a large amount of yardage being gained is significantly increased. The same can happen in sales. It really doesn't matter what industry you are in or what products

or services you are selling; when you have a plan to approach a new prospective customer, you will find yourself more focused and prepared to answer questions and respond to objections. You'll also become more of an expert on the industries you're calling on and will look more professional because you have resources designed for those industries. And, you'll find yourself wasting less time on opportunities that have a low chance of success. Without a plan, your chance for success decreases and becomes more dependant on good timing or sheer luck.

The purpose of the AMSOIL sales process is to help you develop a plan. It directs you to the industries in which we have the best chance of success and highlights the resources we have available and when to use them. Following the sales process will divide the typical long buying process of commercial accounts into more manageable steps, getting you to the end point of gaining a new buying customer faster.

The AMSOIL sales process has six steps:

1. Prospecting – This is simply identifying the customers in your local area that you want to pursue. You will want to focus on businesses in our target markets for commercial accounts.

- Excavation/Off-Road Contractors
- Trades/Construction Contractors
- Lawn & Landscape Contractors
- Regional Fleets
- Agriculture

2. Approaching the Business – The goal of this step is to navigate beyond the gatekeepers and schedule an appointment with the decision maker. Before physically approaching the business, learn as much about it as possible.

3. Discovering Needs – This is likely your first meaningful interaction with the decision maker. At this point you are not selling or talking about all the great things AMSOIL can do for the business. The goal of this stage is to ask questions to get a better understanding of the business and determine how AMSOIL can help. At the conclusion, set up another meeting to present your solutions to your prospect.

4. Developing the Plan – It's homework time. You are now taking the information you gathered to put together a proposal. We have many tools available that will help you put together a professional proposal.

5. Presenting Solutions – It is finally time to sell. This is the meeting where you will present your proposal to the prospect, including product pricing. This is effective because it's based on information the prospect shared. Your goal is to establish the account and get their first order.

6. Ongoing Service – This is where you can differentiate yourself from the competition. The level of service you provide should align with the customer's expectations to ensure they remain a longtime customer.

The Commercial Business Tools section of the Dealer Zone is where to find all the information and resources to promote AMSOIL in the commercial market. It is laid out to highlight when specific resources should be used within the AMSOIL sales process. Having a perfected plan will greatly increase your chances of success when pursuing commercial customers.

SECURE YOUR DEALERSHIP FOR THE ROAD AHEAD

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 retire. Do you have a plan for who will manage your AMSOIL Dealership when you're no longer able?

- **Simplify** the process of transferring the Dealership to a successor by making key decisions ahead of time.
- **Ensure** your customers continue receiving excellent service, even after you retire.
- **Gain** peace of mind knowing your business plans are secure.

The AMSOIL Dealer Sales team is here to assist you with developing your business plan and advise you on recommended steps to secure plans for your Dealership. You can also find more information on succession planning in the Independent AMSOIL Dealer Policies & Procedures (G4000), under section 13.0 Winding Down a Dealership.

Start thinking about making arrangements to move your Dealership forward for generations to come. The more you prepare ahead of time, the easier the transition will be down the road.

For more information about succession planning, contact the AMSOIL commissions department at commissions@AMSOIL.com or 715-399-6554.





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Published 12 times annually

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Greg Vaughn

Referral # **779**

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November 2024

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF



ADVANCED PROTECTION FOR HIGH-PERFORMANCE 10-SPEED TRANSMISSIONS

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic Automatic Transmission Fluid is designed specifically for transmissions requiring FORD MERCON® ULV and GM DEXRON® ULV specifications.

- **Withstands** extreme heat and pressure to resist shear.
- **Advanced** friction modifiers help deliver smooth, reliable shifts.
- **Boosted** dose of antioxidants help defend against heat.
- **Protects** against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing.
- **Formulated** to withstand the rigors of heavy towing, elevated temperatures and challenging terrain.
- **Remains** fluid in sub-zero temperatures.