



► DEALER EDITION

MAGAZINE

OCTOBER 2021

PREFERRED CUSTOMER PROGRAM

ADDS HORSEPOWER

| PAGE 8



Reduced Pricing



Free Shipping



\$5 Back



Free Membership



Birthday Gift



Exclusive Promotions

NOW'S THE TIME.

Fall oil-change season is here. Make sure your customers are ready to take on winter with the AMSOIL synthetic motor oil that's right for them.

Signature Series Synthetic Motor Oil

Signature Series 100% Synthetic Motor Oil provides engine protection that blows the doors off the highest industry standards.

- **75% more** engine protection against horsepower loss and wear.¹
- Protects turbochargers **72% better** than required by the GM dexos1[®] Gen 2 specification.²
- **50% more** cleaning power vs. AMSOIL OE Motor Oil.
- Guaranteed protection for up to **25,000 miles (40,200 km) or one year.**

¹Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.
²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test.

XL Synthetic Motor Oil

XL Synthetic Motor Oil is the choice for those who want to do something extra for their vehicles.

- **64% more** protection against oil breakdown³ than required by the GM dexos1 Gen 2 specification.
- **Engineered** for advanced automotive technology, including turbos and direct injection.
- **100% protection** against LSPI⁴ – zero occurrences were recorded throughout five consecutive tests.
- **25 percent more** cleaning power⁵ to help keep your engine running smoother, longer.

³Based on independent testing of AMSOIL XL 5W-30 motor oil in the GMOD engine test required for the GM dexos1 Gen2 specification.

⁴Based on zero LSPI events in five consecutive tests of AMSOIL XL 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

⁵vs. AMSOIL OE Motor Oil

OE Synthetic Motor Oil

OE Synthetic Motor Oil is for mechanics and drivers seeking peace-of-mind protection and exceptional value in synthetic motor oil.

- **100% synthetic protection** for advanced automotive technology, including turbochargers and direct injection.
- **47% more** wear protection⁶ than required by the GM dexos1 Gen 2 specification.
- **100% protection** against LSPI⁷ in the engine test required by the GM dexos1 Gen 2 specification – zero occurrences were recorded throughout five consecutive tests.

⁶Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

⁷Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.





STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

John Baker
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Pam Brantley
Holly Dill
Parnell Thill

Editorial Contribution

Eric Brandenburg
Alex Thompson

Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

On the Web

AMSOIL.com
AMSOIL.ca

President & CEO

Alan Amatuzio

Board Chair

Dean Alexander

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Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@AMSOIL.com

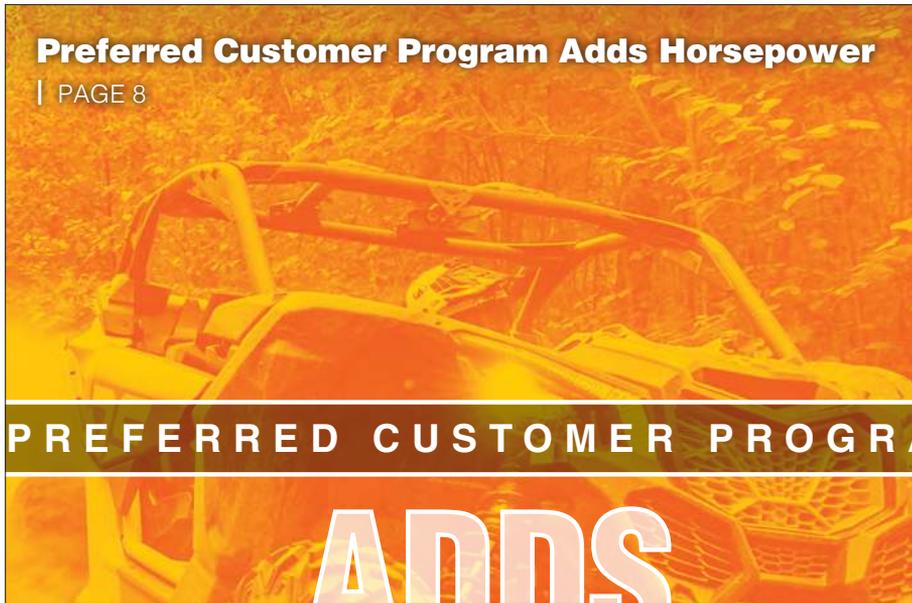
THE COVER

We recently took this 2021 Can-Am* Maverick* Turbo RR out for some field testing before it went into the AMSOIL Mechanical Lab. This thing rips, especially with pro AMSOIL Championship Off-Road driver Elliott Burns behind the wheel. We're introducing a souped-up P.C. Program next month designed for thrill-seekers like Elliott.



Preferred Customer Program Adds Horsepower

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From the President

I stepped away from AMSOIL last November to focus on my family and care for my son who was diagnosed with leukemia. After almost a full year, countless hours in hospital rooms and a rollercoaster of fear and joy, I am glad to be back. All things considered, the situation couldn't be much better. My son A.J.'s leukemia is in remission, and he is recovering well and in good spirits. Thank you all for your prayers on our behalf.

Meanwhile, the business is thriving. Congratulations to each of you who experienced such great success during my absence, and to the corporate team as well. I am fortunate to have someone like AMSOIL Board Chair Dean Alexander here to lead in my absence. Dean did a tremendous job. His business acumen, strong leadership style and rich experience are only outweighed by his dedication to AMSOIL and AMSOIL Dealers. Dean, being the humble man he is, would be quick to redirect my praise to the rest of the leadership team at AMSOIL. We have built an extraordinary team here, and we've worked together to define roles, responsibilities and structured decision-making processes to keep the company running smoothly.

Many of you probably didn't even notice I was gone. That's a good thing, and it's by design. We plan for multiple potential situations and develop contingency plans to ensure the stability of the company. The events of the past two years only reinforced the importance of these activities and demonstrated the great strength of our company.

That's what *The Next 50* is all about – planning and continuous improvement to drive strength and stability. I participated in the planning stages for this initiative, and I couldn't be happier with the progress that occurred while I was away. This is important work for strengthening the Dealer opportunity and keeping it viable for the future. I am excited to jump back in and participate in the rollout of more updates as they are developed. We have strategies in place to drive growth, deepen our partnership with you and simplify Dealer business. I am confident our strategies will improve the Dealer experience and generate more opportunities for you to earn commissions.

Our updated Preferred Customer Program is a prime example. It has been enhanced to give P.C.s what they

want, which will drive higher customer-acquisition rates and better retention. The net result is improved opportunity for you and more commissions in your pocket. We will be sharing lots of great information on the new P.C. Program and other strategies for *The Next 50* at the DJ Convention this month. I am disappointed that we are unable to gather in person, but I am thankful for the technology that allows us to gather virtually to recognize DJs' accomplishments and share important details about Dealer business. If you are a Direct Jobber, you do not want to miss out on the big updates we're sharing at the convention. I hope to see you there.

Alan Amatuzio
President & CEO

THE NEXT50
Commitment • Collaboration • Success



AMSOIL RUNS ON FREEDOM® LIMITED SNOWMOBILE WARRANTY

Don't let the powersports manufacturers bully you or your customers into buying their brand of oil. You have the freedom to choose your brand of oil and keep your warranty intact.

To show our support for riders and to double-down on our confidence in our snowmobile oil, we offer the Runs on Freedom Limited Snowmobile Warranty.

It covers engine repairs for **two years or 5,000 miles (8,000 km)**, whichever comes first, on current-model-year or newer sleds that use AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil exclusively.

It helps remove the last hurdle preventing prospects from switching to AMSOIL products in their sleds.

Reach out to the riders and accounts you service this fall and use this powerful limited warranty to secure more sales. To get details and register, visit **AMSOIL.com/rofwarranty** (**AMSOIL.ca/rofwarranty in Canada**).

LETTERS TO THE EDITOR

POUGHKEEPSIE GULCH

Regarding the picture on p. 19 of the April 2021 *AMSOIL Magazine*, the camera was looking north in Poughkeepsie Gulch. The mountain ridge on the left is Brown Mountain and the pointed peak at the end is Mount Abrams, which is on the south side of Ouray, Colorado.

Stephen Coverly

AMSOIL: Good eye, Stephen, and thank you for your letter. It sounds like you know the area well.

BRAKE FLUID SPECS

Great article on brake fluids (July 2021 *AMSOIL Magazine*). Thank you! One question please: If indeed our DOT 3 & 4 Brake Fluid is also good in 5.1 applications, why isn't it printed on the label for consumers to see?

Thank you,

Randy Wilson

AMSOIL: Thank you for your letter, Randy. The product is named DOT 3 & 4 Synthetic Brake Fluid because those are the most common specifications in the market; the DOT 5.1 specification is listed on the side of the label.

BRAKE FLUID COPPER CONTENT

The article on brake fluid was informative and touched on a couple things I didn't know. In addition to moisture absorption in brake fluid, there is also a consideration for copper content. What are your thoughts on the brake test strips for copper content in brake fluid? Is this a good and/or relevant test of brake fluid condition?

The strips use a color coding to test copper content in ppm and are rather crude, or maybe I should say just an estimate. The recommendation from the strips' manufacturer is to change brake fluid when copper content reaches 200 ppm. I have found that using these strips on average-mileage passenger cars would take one beyond your recommendation of changing brake fluid every other year.

Does copper content in brake fluid have any correlation to moisture content, thereby indirectly measuring the amount of moisture absorption in brake fluid? Is there any test currently to accurately measure moisture absorption in brake fluid?

Thanks for your technical enlightenment.

Dennis Reed

AMSOIL: Great questions, Dennis. We have heard of some garage-type methods to measure brake fluid service life, but we don't place a lot of confidence in them. We would not recommend using test strips to measure corrosion in the brake system. As you indicated, it's a rather crude measurement, and when it comes to your braking system, it's best to leave nothing to chance. While moisture causes corrosion, we do not believe the level of corrosion material in solution can be adequately correlated to moisture content. Our best recommendation is to follow our brake fluid change interval recommendations. When it comes to brakes, it's better to be safe than sorry.

MOTORCYCLE FILTERS

I'm wondering if the Motorcycle Filters could be included in the Factory-Direct/P.C. catalogs. I can never give an exact quote to a person that approaches me at a show. There is plenty of room on page 45 or 48 to accomplish this.

Thank you,

Tim Tuohey

AMSOIL: Thank you for your suggestion, Tim. You will find the Motorcycle Oil Filters listed with their pricing on p. 34 of the updated (10/21) Factory-Direct Catalog (G100/G300).

ORDER PRINTOUTS

I can see the benefit through the process of a customer's order copy and the email confirmation of an order for the little pictures next to the products ordered for an occasional catalog purchaser. It is clearly one more check off for these customers that they entered, and will receive, the correct product.

For Dealers I don't get it. I am not a large-volume Dealer and therefore cannot imagine what Direct Jobbers and large-volume Dealers have to contend with when they print out their copies. Also the large AMSOIL header at the top. For some reason, quite a few entities now go with the big logo/header thing, so AMSOIL is not alone there. Just a whole bunch of inefficiency as I see it. We're already doing business together; do we really need any more market recognition?

Recently I ordered a can of Metal Protector, Quickshot,[®] P.i.,[®] a gallon and two quarts of engine oil and an oil filter. To include the header and all the little pictures, my copy was five pages with my printer settings at shrink to fit. The least I could reduce my settings to was three pages and that was still at magnifying-glass size.

I don't see (no pun intended) why anyone with a Dealer number needs all these graphics and white space on something when we are familiar with the codes for what we order. It just leads to a lot of paper waste and/or cuts who knows how many years of good eyesight.

Is there any way all this extra and wasteful practice can be eliminated relative to Dealers' order printouts?

Thank you for any consideration,

Jim Duggan

AMSOIL: Thank you for bringing this to our attention, Jim. Yes, the order confirmation page can certainly be better optimized for those who wish to print a copy. We are planning to address the length of the print view in the coming months to ensure a more appropriate use of space and imagery.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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 | MARKET MANAGER, AUTOMOTIVE B2C

Top-treat engine oil additives are available at auto parts stores and other retailers everywhere. Motorists sometimes use them to help reduce oil consumption and provide a little extra wear protection. While these are noble goals, some top-treat additives come with big trade-offs that affect protection, as our testing shows.

We bought two of the most popular engine oil additives available, a stop-leak product and an oil stabilizer, and used them to treat a name-brand conventional 5W-30 motor oil. We used conventional oil since it's unlikely a motorist who uses AMSOIL synthetic motor oil or another top-shelf synthetic oil is going to treat it with an aftermarket additive.

We subjected the conventional motor oil to industry-standard bench tests to gauge wear protection, cold-flow ability and viscosity stability. We then treated samples of the same oil with two popular additives according to the treat rates on their labels. Then we tested the oil again.

Our findings show that conventional oil treated with the two additives we tested **impaired the oil's cold-flow ability and increased its viscosity so much that it no longer met the viscosity requirements of a 5W or a 30-weight oil.**

In the Cold-Crank Simulator graph, notice the black bar, which shows the untreated oil's performance in the test. This test is used to determine an oil's ability to flow well during cold starts, which helps prevent dry starts and protect against wear.

The faster the oil flows after it has been sitting for a while, the better startup protection it provides. The untreated oil falls within the acceptable range for a 5W oil (6,600 cP max. @ -30°C). The perfor-

Beware of top-treat engine oil additives

Our testing reveals big trade-offs that affect protection.

mance of AMSOIL OE 5W-30 Synthetic Motor Oil is included for comparison (the dark blue bar on the left).

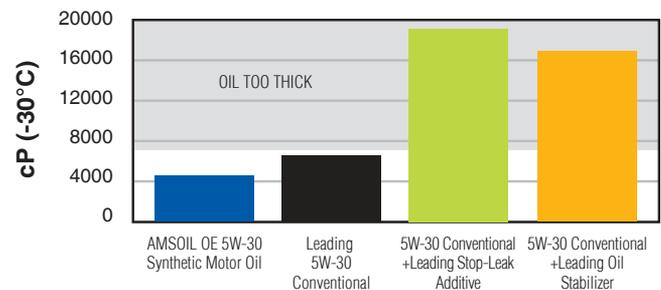
Now, look at the conventional oil's performance in the CCS Test after it was treated with the engine oil additives. Both the stop-leak additive and the oil stabilizer increased the oil's viscosity so much that both samples no longer met the requirements of a 5W oil, failing the test. This means the oil won't flow as readily at startup, impairing wear protection at the time when most wear occurs.

The engine oil additives also raised red flags in the area of viscosity at operating temperature. In the Viscosity graph, the black bar shows the viscosity of the untreated conventional oil at 100°C (212°F). It falls within range for a 5W-30 oil, shown by the shaded area.

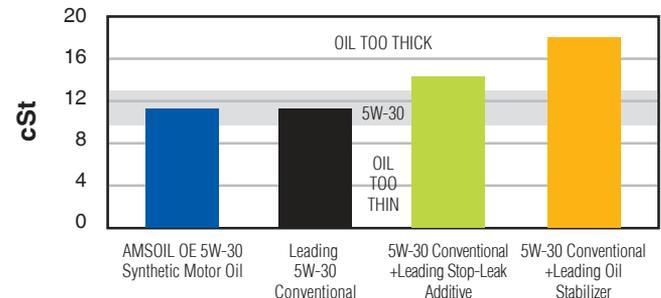
Now, look at the viscosity at 100°C of the oil treated with the two additives. That's right...**they're both out of viscosity range.** In effect, you're now using a 40- or 50-weight oil instead of the 30-weight the engine manufacturer recommends.

That's a problem because oil that's too thick for the engine can fail to flow fast enough to fill the area between the crank journals and main bearings, leading to bearing wear. Thick oil also impairs

Cold-Crank Simulator
Lower numbers = better cold-flow



Viscosity @ 100°C



circulation, reducing the oil's ability to transfer heat from critical engine components while decreasing fuel economy.

Motorists who desire improved protection at a lower initial price are better off using a quality synthetic oil like AMSOIL OE Synthetic Motor Oil. At Preferred Customer pricing, five quarts is about the same price as a jug of leading conventional oil from a big-box retailer plus the cost of a stop-leak additive or oil stabilizer. Plus, they get the benefits of maximum fuel economy, improved extreme-temperature protection and better engine cleanliness. It's the better option however you look at it.

ADDS HORS

The AMSOIL Preferred Customer Program has been souped up – and that’s great news for our family of thrill-seekers, racers and gearheads. Starting in November, Preferred Customers will enjoy more ways to save on the products they trust to protect their vehicles and equipment. And you will gain a stronger tool to grow your revenue stream.

Some Things Never Change

The existing program’s top perks are staying put. Preferred Customers will continue to enjoy up to 25% off every order and free shipping on orders of \$100 (\$130 Can.) or more. In addition, Preferred Customers will still receive exclusive promotional offers throughout the year and the quarterly *AMSOIL Magazine* with the latest product details, technical information and complete product catalog. The low membership fee is also staying the same. A full year’s membership is still only \$20 (\$30 Can.), and new Preferred Customers can start with a six-month trial membership for just \$10 (\$15 Can.).

What's New?

Going forward, Preferred Customers will receive a \$5 voucher every time they spend \$100 with us. Members will also receive a \$5 birthday gift to spend on their next order or membership renewal. And, if they spend \$500 or more in a year, their membership renewal will be on us. Preferred Customers will be able to track their order history and progress toward free membership renewal through their personal and secure online My Rewards page.



The Fine Print

Reward coupons can be combined for use in a single purchase or with other promotional offers. All rewards will be sent through email and must be used by the expiration date shown. New Preferred Customers who spend \$500 or more during the six-month introductory period will qualify for complimentary membership renewal. Preferred Customers must spend \$500 each renewal year to remain eligible for free membership.

Out with the Old

Some benefits are getting left behind. To fuel Preferred Customer growth, we want to keep the program simple and straightforward. We want high-impact benefits, not dead weight. We surveyed our independent Dealers, Preferred Customers

and catalog customers to ask which benefits are valued most – and which are not. Based on that feedback, P.C. points will be discontinued. Points will no longer be earned after Nov. 1; however, members will have until June 1, 2022 to use up their current bank of P.C. points. Referral rewards and free swag items will also be discontinued on Nov. 1.



A Big Win for You

The Preferred Customer Program enhancements are a growth tool for your independent Dealership. We designed these member benefits to improve customer acquisition, retention, share of wallet and loyalty. For example, saving money on Synthetic ATV/UTV Oil might influence a UTV enthusiast to register as a P.C. From there, he or she may decide to upgrade to AMSOIL products for his or her truck. When it’s time to renew, the benefits and savings of membership will be made clear through the P.C.’s My Rewards page, making renewal a no-brainer. As time passes, Preferred Customers also enjoy being a part of our community, which further deepens loyalty. These aspects work together to increase customer retention, providing a foundation on which you can build a successful Dealership.

As an independent AMSOIL Dealer, you will receive email and social media assets to help launch the new program. These resources will help you entice others to join for big savings, exclusive benefits and the ultimate in performance and protection. Look for them in the Dealer Zone in November. We will communicate exactly where and how to access those assets as the new program is rolled out.

AMSOIL Preferred Customers are an elite community passionate about vehicle performance. They are also our best and most-loyal customers. We hope you’re as excited as we are to roll out the new program and grow our base of Preferred Customers together.

SEPOWER

UP TO 25%

Reduced Pricing



Free Shipping



\$5 Back



Free Membership



Birthday Gift



Exclusive Promotions

The screenshot shows the AMSOIL My Rewards dashboard. At the top, there's a navigation bar with 'SHOP', 'BUSINESS OPPORTUNITIES', 'WHY AMSOIL', and 'CUSTOMER SERVICE'. Below this, a 'My Rewards' section displays a balance of \$20.00 and a 'FREE MEMBERSHIP EARNED' badge. A table of 'Earned Rewards' lists items like 'Loyalty - April' and 'HAPPY BIRTHDAY'. A 'Rewards Activity' summary shows available, pending, and redeemed amounts. At the bottom, 'Ways to Earn' features include 'Birthday Gift', '\$5 Back', and 'FREE Membership'.

The new My Rewards dashboard makes tracking purchase history and progress toward rewards easy.

MARKETING 101

Two Fundamentals to Grow Your Dealership Locally

If you're looking to build recognition for your Dealership in your area, here are two basic principles to help you get started.

Advertise Effectively

We're bombarded by ads every day. Advertising gets people to buy. That makes it an essential marketing tool that you can use for your Dealership.

The most successful advertisers are those who can step into the minds of their prospective customers and find what wins them over. Sometimes that means putting aside personal preferences and focusing on customers' instead. It's not about what you want to see in your ad; it's about what your customers want to see.

Your advertisements should accomplish the following:

1. Capture Attention

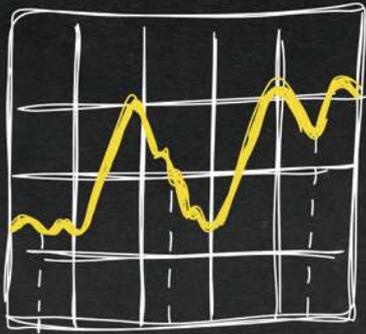
Whether it's with the design, copy, color or placement, something needs to grab people's attention. If you can't get prospective customers to notice your ad, nothing else will matter.

2. Establish Understanding

We've all seen ads that make us ask, "What are they selling?" If customers don't know what you're selling, it means the ad is either too confusing or it doesn't speak to the audience. A successful advertisement must clearly establish what's being marketed and the value contained within the product/service. In other words, it should convey why the customer should be interested.

3. Compel Action

Ultimately, for your advertisements to be a true success, they have to get customers to act. Your advertising should always include something that compels action from the consumer. One of the ways you can do this is through a direct call-to-action (CTA) within your ad. For example: "Become a Preferred Customer Now and Save!" Another way is by encouraging the prospect to think of your product/service in a new, novel way. For example, decades ago, AMSOIL compelled motor oil consumers to think of lubricants in a new way. Once that seed was planted, the rest was history.



Different Can Be Better

Explaining only the technical aspects of a product can have a numbing effect on consumers. That's the opposite of what you're going for. This is why it's important to identify other ways of making what you offer stand out.

Marketers should always be on the lookout for ways in which their offering is distinct from others, even if their products contain objective, technical superiority. Elements that add value to an offering that have little or nothing to do with actual functionality are referred to as elements of non-product value. Examples of non-product values include the following:

- Optimized location for customers and service.
- Service differentiation – These are bonuses that can help you stand out from your competitors. Examples include product delivery, perks, incentives and personalized thank-you notes.
- Positive association – Sponsoring a popular local team or civic organization can be a way to get your name out there. Boosting your reputation in the community is an excellent way to attract a positive association with your business.

The point is to provide something aside from product value that your competitors do not. Services aren't the only non-product values that can be added to your Dealership. You can also use your voice to connect with the public and shine a light on your

Dealership. Here are a few ideas:

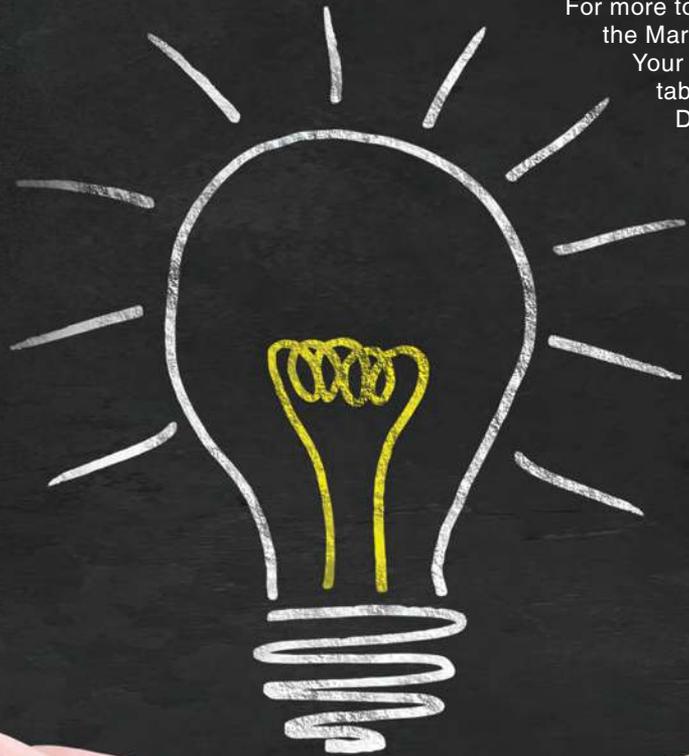
- Offer to write a short column in your local/regional newspaper or speak on a local radio station. Local media outlets are often clamoring for content. This can be an opportunity to establish yourself as a local expert on a topic.
- Start a podcast. It's an inexpensive and easy way to have your voice heard. Discussing topics that you are passionate about with your Dealership can help you connect with listeners who share the same interests. You can also interview customers or bring guests onto your show.

- Start a blog to share your own stories as well as stories from others. Invite your customers to share their experiences. People love sharing stories; use that to your advantage.

Be sure to use approved claims and content from AMSOIL in your columns, podcasts and blogs. Adding value to your Dealership that stands out from the competition will help establish you as the best choice for customers.

Start with these two fundamentals of marketing. Like anything else, you'll get better with practice. The more you work at it, the more your Dealership will get established as a go-to for customers in your area.

For more tools, visit the Marketing Your Business tab in the Dealer Zone.



Superior Cold-Temperature Protection

Third-party testing reveals AMSOIL Diesel All-In-One (ADB) provides as much as 32°F (18°C) better protection against cold-temperature gelling than Howes Lubricator Diesel Treat.[™] Plus, AMSOIL Diesel All-In-One boosts cetane by up to 4 points.

AMSOIL Diesel All-In-One (ADB)

Diesel All-In-One combines the superior detergency and improved lubricity of Diesel Injector Clean, the excellent cold-flow and anti-gelling properties of Diesel Cold Flow and the increased horsepower and cetane of Diesel Cetane Boost in one convenient package, providing the full potency and benefits of all three products at an affordable price.

- **Cleans** dirty injectors to help restore horsepower and improve fuel economy
- **Lubricates** pumps and injectors to reduce wear
- **Fights** gelling in cold weather, enhancing fuel flow and helping prevent fuel-filter plugging
- **Increases** cetane up to 4 points for maximum horsepower, increased fuel economy and easier starts

[™]Based on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F (-17.8°C)



MORE AMSOIL DIESEL FUEL ADDITIVES

Diesel Injector Clean (ADF)

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Extends** fuel filter life
- **Improves** fuel economy up to 8%

Diesel Cold Flow (ADD)

- **Lowers** cold filter-plugging point (CFPP) by up to 40°F (22°C)
- **Enhances** engine reliability in cold temperatures
- **Fights** gelling in cold weather
- **Improves** low-temperature startability

Not available in Canada

Diesel Cetane Boost (ACB)

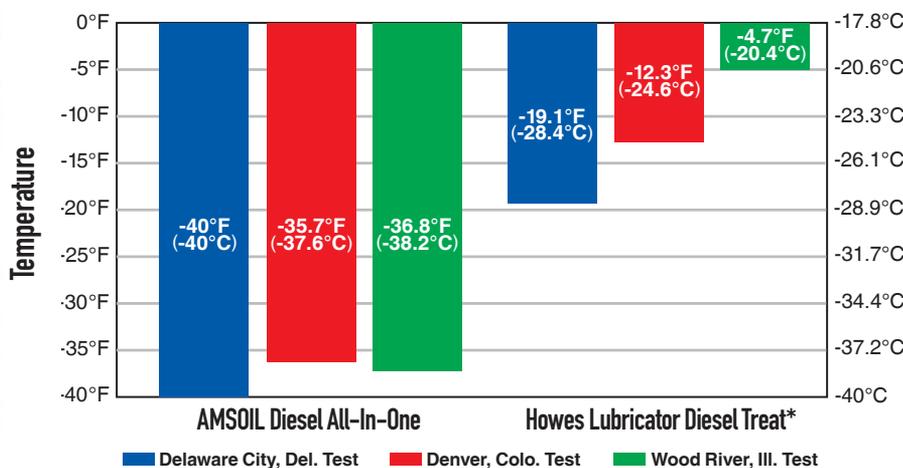
- **Increases** cetane up to 8 points
- **Delivers** maximum horsepower
- **Increases** fuel economy
- **Improves** startability

Diesel Injector Clean + Cetane Boost (ADS)

- **Combines** the superior detergency and improved lubricity of Diesel Injector Clean and the increased horsepower and cetane of Diesel Cetane Boost in one convenient package.

Cold Filter-Plugging Point (cfpp)

(The lower the number, the better.)





Dealer Alex Palmeri turned his passion for cars into the successful LegitStreetCars YouTube channel where he often highlights AMSOIL products.



Dealer Leverages YouTube Presence to Build Customer Base

Lifelong Chicagoan and popular content creator Alex Palmeri hasn't always been an automotive expert. In fact, he bought a Firebird* not long after graduating high school despite knowing almost nothing about maintenance.

"When I popped the hood the first time, I didn't even know where you added oil," he said. Undaunted, Palmeri and a friend disassembled the engine to learn how it worked. The experience, coupled with watching "Horsepower TV" as a kid and attending an automotive tech school in Wyoming, helped Palmeri build a foundation of knowledge he now displays on his YouTube channel, LegitStreetCars.

"I never had the intention of this being anything more than just a fun hobby," he said. "Then a couple years ago I started finally making some money and I realized I could do something with it."

The channel has more than 600,000 subscribers and features videos of Palmeri finding rare vehicles and enthusiast cars, diagnosing their ailments and restoring them to road-worthiness.

A desire to monetize his content coupled with his automotive knowledge helped lead him to becoming an AMSOIL Dealer. It started when Direct Jobber Vic Sorlie saw a series in which Palmeri was building a Corvette* capable of 40 mpg, dubbed the "Eco-Corvette." Sorlie reached out and offered to provide AMSOIL products

for the build. Eventually, Palmeri decided to register as a Dealer himself and began showing products in some of his videos.

"I'd always known about AMSOIL being in the car business for so long," Palmeri said. Plus, he fields a lot of technical questions from viewers, and one of the most popular is, "What oil do you recommend?" Until recently, he never had a solid answer.

"I decided to do a little research into figuring out what is the best synthetic oil," he said. In addition to reading articles online, Palmeri came across a Project Farm YouTube video in which the host subjects several synthetic motor oils to his own testing. AMSOIL Signature Series Synthetic Motor Oil emerged victorious, which helped convince Palmeri of its superiority. He also liked the functionality of the AMSOIL website, particularly the Product Guides and MyAMSOILGarage.™

Palmeri has been a Dealer for about a year and a half and has already achieved Direct Jobber status. He focuses on registering Preferred Customers (P.C.s) from his growing viewer base.

A key component of his success is to put himself in the viewer's shoes and avoid aggressively pushing products. Instead, it's about building trust and earning the right to talk about AMSOIL with others.

"For me, it's about putting myself in the viewer's position," said Palmeri. "Is it intrusive? Is it annoying? Is it beneficial?"

Sometimes that means highlighting the free, value-added services AMSOIL provides, such as the wealth of information available through the Product Guides, including torque specs and fluid capacities. In one video, Palmeri pointed out the ability of MyAMSOILGarage to track maintenance and provide reminders. He's quick to remind viewers they can use these services regardless of what oil they purchase.

"It's detrimental just to push the product," he said. "You can sell [AMSOIL products] on the website, sell on how thorough it is and it'll come together naturally." Palmeri purchased an AMSOIL Dealer website and primarily drives viewers to AMSOIL.com by including a link to his website in each video's show notes.

"I like to mention that if they sign up as my Preferred Customer, they're going to get about 25 percent off," he said. He's picked up several customers so far and thinks there's room for more growth.

In fact, he recently purchased a shop dedicated to working on project cars and filming YouTube videos. He even left his longtime job as a shop foreman for the city of Chicago to pursue content creation full time, and his AMSOIL Dealership is helping him do that.

"You really have to start off doing something you like," he said. "Pick your niche that you truly enjoy doing."

TIPS FOR GRABBING A PROSPECT'S ATTENTION

Years ago, experts taught people to practice their 30-second “elevator speech,” a summary of who you are and what you do that’s given in the amount of time it takes to ride an elevator.

Those days are over.



Try to pique a prospect's attention about AMSOIL products in 10 seconds or less.

The digital world has shortened our collective attention span. Most people have become desensitized to prepackaged marketing pitches. If you launch into what sounds like a scripted sales pitch, their eyes will glaze over.

When attempting to pique someone's curiosity about AMSOIL products or registering as a Dealer, **give yourself no more than 10 seconds.** Provide enough detail to provoke follow-up questions. Your goal is a conversation, not a monologue.

The following guidelines can help. But remember – they are only guidelines. Tailor them to your own experiences and always be yourself. No one wants to hear from a salesperson; they want to hear from you.

General Customer Examples

Say you're in line at the store or pumping gas when someone comments on your AMSOIL hat or shirt. Or suppose you've been introduced to someone at a party. Describe what you do in general terms that encourage them to seek more information.



- I help companies and individuals stop wasting money on unnecessary equipment maintenance and start getting more value out of their investments.
- One of the best moves I ever made was deciding to become an independent AMSOIL Dealer. Have you ever thought about that?
- I help auto enthusiasts maximize engine protection and performance so they can get the most out of their vehicles.

Trade Show Examples

Attendees of trade shows, car shows, races and similar events make great potential AMSOIL customers and Dealers. They're typically steeped in automotive culture, so don't be afraid to narrow in on appropriate details.



- I help muscle-car owners maximize vehicle protection and performance. These modified engines are awesome, but they come with a lot of challenges if you don't take care of them.
- I provide bikers a product that helps their bikes run cooler.
- I help racers grab a competitive advantage in the garage so they can perform better on the track.

Commercial Business Examples

Commercial business owners are busy and tough to nail down. Once you secure a few minutes of their time, make your point quickly.



- I help businesses like yours save time and money on maintenance by safely extending time between lubricant changes.
- I help business owners navigate confusing vehicle and lubricant specifications. That way, they can protect their equipment while devoting more time to running their businesses.
- I help business owners uncover ways to save money. Lubricant consolidation, extended drain intervals and extended time between equipment replacements are a few ways.



Retail Business Examples

When talking to retail business owners, you have to show them how carrying AMSOIL products can help them grow sales. Managers and purchasers are busy, so get to the point immediately.

- I help businesses like yours attract new, high-value customers who spend more on their vehicles than the average motorist.
- I help businesses like yours grab their share of the growing synthetic motor oil market.
- I help businesses like yours stay current on new-vehicle technology and performance specifications. That way, they have more time to devote to serving customers.
- AMSOIL retail accounts pay wholesale, get free shipping and can qualify to appear on the AMSOIL Locator at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca). I can give more details if you have time.



Business Network Examples

Many Dealers are part of a business-networking group. Since participants expect to hear about your products and services, you can provide more detail. Again, though, avoid delivering a monologue – aim for starting a conversation. Ask if you can send a follow-up text; if they agree, send them [joinAMSOIL.com](https://www.joinamsoil.com) with your Dealer number attached, like this: [joinAMSOIL.com/?zo=123456](https://www.joinamsoil.com/?zo=123456). That way, you get credit if he or she registers.

- I help people with an entrepreneurial spirit find independence. Some want extra income to fund their passion for cars. Some want to start a vacation fund. Some eventually build a full-time Dealership. The same opportunity is available to you as an AMSOIL Dealer.
- AMSOIL offers several ways to sell its products, such as online, through catalogs and directly to retailers and commercial businesses. There are no quotas, and you're free to invest as much time and effort as you want.
- The freedom to focus on your areas of interest is one advantage of an AMSOIL Dealership. If you like motorcycles, sell motorcycle products. If you're into sports cars, sell products for those vehicles. It's a great way to turn your passion into a little extra cash.



After Registering a New Dealer or Customer

The conversation shouldn't stop after you register a new Dealer or customer. Talk to your customer about their expectations for ongoing service. Ask about their preferred method of communication and the frequency with which they'd like you to check on them. Many P.C. and catalog customers require little, if any, ongoing service, but retailers and commercial accounts often require frequent contact.

Maintaining communication with new Dealers is vital to helping them hit the ground running and find success. Provide your contact info and encourage them to reach out with questions. Have periodic conversations to help them learn more about how to sell AMSOIL products and identify the best strategies for success. For ideas about how to build relationships with new Dealers, search for the Conversation Guide in the Dealer Zone.



The bar for motor oil performance has been raised.
JUST NOT TO OUR STANDARDS.

GM* Dexos1™ Gen 3 is the next-generation motor oil specification designed to address the challenges today's smaller, higher-powered engines present.

Dexos1™ Gen 3 highlights

- Updated performance standard for deposit and sludge control
- Revised stochastic pre-ignition (SPI) test
- Fuel economy test
- Backward compatible with previous GM specifications

GM set a mandatory transition date of Sept. 1, 2022 to meet the new specification. **AMSOIL Signature Series, XL and OE Synthetic Motor Oils already outperform it.**

Labels and data sheets will be updated as stock is depleted.

AMSOIL
Run With Us.



October Close-Out

The last day to process October orders in the U.S. and Canada is the close of business on Friday, Oct. 29. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for October business will be accepted until 3 p.m. Central Time on Friday, Nov. 5. All transfers received after this time will be returned.

Price and Shipping-Rate Adjustments Effective Oct. 1

We are implementing minimal price and shipping-rate adjustments in the U.S. and Canada effective Oct. 1. Commissions will also be adjusted.

Why are We Adjusting Prices?

All costs continue to rise. Our competitors have all issued up to six price increases to their distributors since the beginning of the year due to the rising costs of additives, base oils, steel, plastics and freight. While we are working hard for you and our customers to keep pricing down, we are forced to implement our third price adjustment of the year to keep up with rising costs. As always, these adjustments are made as minimal as possible and with a sharp eye on our position within the market. Products will increase by an average of 1.5 percent, with some products increasing slightly less and others increasing slightly more.

Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. The AMSOIL Wholesale Price List (G3500, G8500) and catalogs (Factory-Direct [G100, G300], Automotive [G3549, G3550], Powersports & Racing [G3511, G3512], Commercial Program [G3469, G3474], Retail Program [G3520, G3521]) are available with updated pricing. Dealers were mailed updated Wholesale Price Lists in September. We notified your retail and commercial accounts of the price adjustment and included a Wholesale Price List in the September *Service Line*. We encourage you to follow up with them in person as well.

Shipping Rates

Effective Oct. 1, shipping rates have also been adjusted to reflect increased shipping costs. The minimum purchase threshold for U.S. Dealers and retail/commercial accounts to receive free shipping has increased to \$400. The Canadian minimum purchase threshold remains at \$450. Flat-rate shipping for orders under \$400 U.S./\$450 Can. has increased

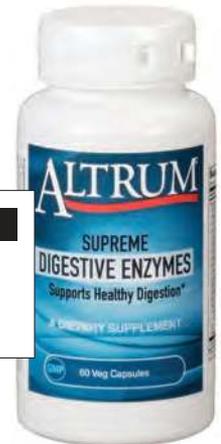


- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications, earn commissions
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

Supreme Digestive Enzymes (ALDE)

Healthy digestion is a key part of maintaining good overall health, allowing the body to absorb nutrients and properly break down the foods you eat. ALTRUM Supreme Digestive Enzymes (ALDE) are formulated with a potent combination of digestive enzymes to help support a healthy GI tract and optimize nutrient absorption. The full-spectrum digestive support formula is also suitable for vegetarians.

Maximize nutrient intake and support your digestive system with ALTRUM Supreme Digestive Enzymes.



Supreme Digestive Enzymes					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALDE	EA	(1) 60-ct.	20.44	21.50	22.60
ALDE	CA	(12) 60-ct.	245.32	245.32	258.00

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: **1-800-777-7094** | www.altrumonline.com

to \$13.99 U.S./\$14.99 Can. The minimum purchase threshold for U.S. and Canadian P.C.s and catalog customers to receive free shipping remains at \$100 U.S./\$130 Can., while flat-rate shipping for orders under the threshold has increased to \$9.99 U.S./\$12.99 Can.

Retail Locator and Merchandising Kits

The minimum purchase amount for U.S. retail accounts to appear on the AMSOIL Locator at AMSOIL.com is increasing to \$400 in the previous three months. Retailers and service centers must meet any of the following purchase requirements to remain on the AMSOIL Locator:

U.S.

\$400 in the previous 3 months
 \$800 in the previous 6 months
 \$1,200 in the previous 9 months
 \$1,600 in the previous 12 months

Canada

\$450 in the previous 3 months
 \$900 in the previous 6 months
 \$1,350 in the previous 9 months
 \$1,800 in the previous 12 months

The minimum purchase amount to receive a free merchandising kit for qualifying retail accounts in the U.S. is also increasing to \$400. The minimum purchase amount to receive a free merchandising kit in Canada remains at \$450.

Updated Catalogs Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada). The AMSOIL Factory-Direct Catalog and market catalogs offer an excellent opportunity for Dealers to exhibit AMSOIL products. They also contain information on becoming an AMSOIL account or Preferred Customer.

How It Works

Attach your Dealer number in the area marked “referral number” on the back cover of the catalog. Use a catalog label from the AMSOIL Print Center for a more professional impression. Distribute the catalog to potential customers.

Where to Distribute

- Trade Shows • Fair Booths • Race Events
- Conventions • Conferences • Direct Mail
- Anywhere you meet someone

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new account or Preferred Customer. The more people hear about AMSOIL products and programs, the more likely they are to take advantage of their benefits. Direct mailings to potential customers can give you a foot in the door, but don't stop there. Follow up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your catalogs can simply go online or call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the cata-

log. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated factory-direct catalogs every six months for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Preferred Customers will automatically become members of your personal group.

Free Shipping

Online/catalog customers and Preferred Customers in the contiguous U.S. and Canada receive free shipping on orders of \$100 U.S./\$130 Can. or more. Customers who order less than \$100 U.S./\$130 Can. will be charged a flat shipping fee of \$9.99 U.S./\$12.99 Can.

Reaching New Prospects

The AMSOIL Factory-Direct Catalog is a great opportunity to reach potential customers with whom you wouldn't ordinarily have contact. A direct mailing to a specific neighborhood could reach numerous customers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a factory-direct catalog home to review at their leisure.

Downloadable Factory-Direct Catalog PDF

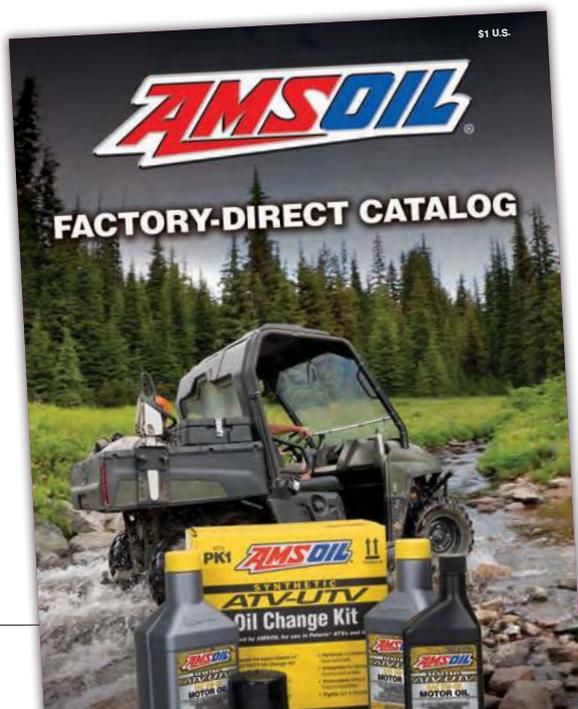
You can also download the factory-direct catalog PDF from the Dealer Zone (Product and Program Lit>Customizable Literature). Your referral number is automatically embedded in the catalog so when customers click a “Shop Online Now @ www.amsoil.com” link, they arrive at the online store as if they had come through your website, and you receive credit for all sales. Your referral number also automatically populates in the “referral number” area on the catalog's back page.

Once downloaded, the factory-direct catalog PDF can be embedded on your website for customer download or emailed to customers who request a free e-catalog.

Ordering Catalogs

AMSOIL Factory-Direct Catalogs are available individually and in packages of 100 and 300. Order 900 or more catalogs using product code G100-PK and receive a promotional code in your Message Center inbox redeemable for free catalog labels from the AMSOIL Print Center.

Catalogs with your information pre-printed on the back cover are available through the AMSOIL Print Center. Access the Print Center through the Dealer Zone.



Also Newly Updated:

- Commercial Program Catalog (G3469 U.S., G3474 Can.)
- Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
- Retail Program Catalog (G3520 U.S., G3521 Can.)
- Automotive Catalog (G3549 U.S., G3550 Can.)

AMSOIL Factory-Direct Catalog Ordering Information

Stock #	Units	Description	Wt. Lbs.	U.S. Price	Can. Price
G100	EA	1 U.S. Catalog	0.1	.50	.70
G100	CA	100 U.S. Catalogs	10.0	43.00	60.00
G100	PK*	300 U.S. Catalogs	30.0	120.00	165.00
G300	EA	1 Canada Catalog	0.1	.50	.70
G300	CA	100 Canada Catalogs	10.0	43.00	60.00
G300	PK*	300 Canada Catalogs	30.0	120.00	165.00

*Order three or more and receive free catalog labels from the Print Center.

Customizable catalogs are available through the AMSOIL Print Center.



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Equipment downtime wastes time and money

Show prospects the potential savings when equipment is up and running thanks to AMSOIL products.

Equipment downtime plays a big role in determining the efficiency and profitability of many commercial accounts' maintenance programs. Downtime is particularly painful for businesses in our targeted commercial industries – contractors, fleets and agriculture.

You may expect that your customers or prospects have calculated these costs and the effects they have on their bottom line. But this often isn't the case. They may view downtime as an uncontrollable cost of doing business. This creates an opportunity for you to strengthen your position as a partner and problem solver. Highlight the potential savings of reduced downtime the same way you show other benefits of AMSOIL products, such as extended drain intervals, decreased labor costs and reduced waste-oil disposal. It's up to you to determine what's most important to your prospect and show how you can help.

So, how do you get started? It begins with asking your prospect good questions during the initial stages of the sales process.

- What does it cost you when a piece of equipment is down?
- What is the cost of the spare equipment you have on hand to cover downtime?
- Do you ever lose business because of downtime?
- What is a typical customer worth in revenue to you?
- Do you suffer penalties if you cannot complete work according to terms in a work agreement?

Your customer may not know the figures, so it's helpful to have some industry examples prepared. This may require gathering information from similar customers or doing research.

Let's look at some examples of downtime costs that lawn and landscape contractors have shared with us:

- Commercial mower: \$75-\$150 lost revenue/hour
- Commercial landscaper crew truck: \$120-\$150 lost revenue/hour
- Commercial pest/lawn sprayer truck: \$150-\$200 lost revenue/hour
- Spare commercial mower: \$12,000-\$15,000 purchase cost

There may be other significant losses tied to equipment downtime, such as lost potential business. When your commercial accounts cannot complete work according to the terms in a contract, their customer may cancel the contract, impose a penalty or even terminate the relationship.

This creates expensive consequences. For example, according to information we've gathered, an annual maintenance contract with a housing association (like a series of apartment complexes) can generate up to \$150,000 a year. Adding irrigation services to the contract is worth up to an additional \$15,000 a year. That's money your customers won't see if they can't meet contract terms due to downtime. The potential losses are even more profound for heavy-duty operations running yellow iron, like road crews or paving companies. Their

contracts can be substantially more valuable, while rental costs when spare equipment isn't available can spiral out of control.

It's your task to explain how AMSOIL products help reduce downtime due to the following benefits:

- Excellent wear protection (highlight the wear-protection claims on our product labels or use our claims at [AMSOIL.com/performance-tests.aspx](https://www.amsoil.com/performance-tests.aspx))
- Excellent extreme-temperature protection
- Extended drain intervals

The outstanding protection of AMSOIL synthetic lubricants combined with a comprehensive maintenance program can help keep equipment up and running, making a profit.

Commercial businesses lose money when equipment is out of service. Ask pointed questions at the beginning of the sales process to uncover the issues your prospect is facing and their potential costs. Then, using our performance claims where appropriate, make your case for how AMSOIL products can help reduce costs associated with fixing broken equipment and losing out on future business.



JUMPSTART YOUR DEALERSHIP WITH 15+ NEW BUYING CUSTOMERS

In 2020, Customer-Certified Dealers with just one entry in the customer-assignment pool received 15-18 assigned customers. Dealers who earned more entries in the pool received even more customers.

GET IN THE POOL. GET CUSTOMER CERTIFIED.

Here's how.

- Complete Customer Basic Training.
- Register four new qualified customers.

That's all it takes.

EARN MORE ENTRIES IN THE POOL

- Reach a total of 12 new qualified customers within the past 12 months to receive an extra listing in the customer-assignment pool.
- After that, you receive an additional listing for every eight new qualified customers you bring in.

THE MORE NEW QUALIFIED CUSTOMERS YOU BRING IN EVERY YEAR, THE MORE CHANCES YOU'LL HAVE TO BE ASSIGNED BUYING CUSTOMERS FROM AMSOIL.

Alternate qualification methods:

Have two or more new qualified customers in the past 12 months and meet one of the following qualifications:

- Have been a Dealer for less than one year. • Have 24 or more active buying customers.
- Have more than \$10,000 in personal product purchases plus 5 or more active buying customers.

*The number of customers you will receive after being entered into the customer-assignment pool may vary and is not guaranteed.



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(Discover in U.S. only)

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October 2021



PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

AMSOIL SYNTHETIC FIREARM LUBRICANT

- **Keeps** firearms working properly for generations
- **Helps** prevent blockage, jams and wear
- **Outstanding** protection in hot and cold climates

AMSOIL FIREARM CLEANER

- **Effectively** cleans fouling and powder residue
- **Helps** reduce misfires and increase reliability
- **Protects** against corrosion