



AMSOIL[®]

▶ DEALER EDITION

MAGAZINE

FEBRUARY 2024

PREPARE FOR PEAK RIDING SEASON

AMSOIL HAS MOTORCYCLES COVERED

| PAGE 8

A Closer Look at Diesel Fuel Systems | PAGE 10

KEYS TO COMMERCIAL SUCCESS

Commercial accounts provide an exceptional opportunity to diversify your Dealership, secure high-volume sales and increase commissions. Follow these steps to help ensure your success in the commercial market.

1) Take Commercial Basic Training

The Commercial Basic Training module in the Dealer Basic Training series prepares you to sell in the commercial market by explaining how to find and register commercial accounts, conveying commercial benefits, highlighting commercial markets on which to focus and more.

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. You may then proceed to the other three training modules, including Commercial Basic Training.

In addition to providing the information needed to sell in the commercial market, Commercial Basic Training is required to become Commercial Certified and earn new commercial accounts directly from AMSOIL.

To get started, log in to the Dealer Zone (my.AMSOIL.com) and navigate to Programs.



2) Learn the AMSOIL Sales Process

The AMSOIL sales process is designed to help Dealers become more successful at approaching and registering commercial accounts.

The AMSOIL sales-process training videos are a great supplement to Commercial Basic Training and are designed to help Dealers navigate the complexities of landing commercial accounts.

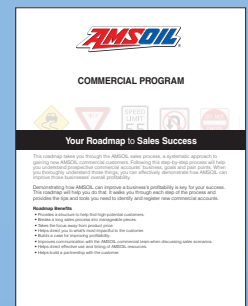


To get started, log in to the Dealer Zone and navigate to Programs>Sales Process Training.

3) Follow the AMSOIL Sales-Process Roadmap

The AMSOIL Sales-Process Roadmap is a valuable resource that walks you through each step of the AMSOIL sales process, providing the tips and tools you need to identify and register new commercial accounts.

Find the Sales-Process Roadmap and more valuable commercial literature in the Dealer Zone (Business Tools>Commercial Business Tools).





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THE COVER

Motorcycles are subject to extreme operating conditions, and AMSOIL has riders covered with top-of-the-line protection and performance. Prepare now before peak riding season begins.



From the Chairman

A recent article in British newspaper “The Economist” highlighted Americans’ reluctance to embrace electric vehicles. By November 2023, fewer than 1 million EVs had been sold in the U.S. for the entire year. The article cited a few reasons for the slow pace of EV adoption in the U.S., starting with high prices. Even with large tax credits backing the purchase of EVs, the total cost of ownership of a typical EV compared to a vehicle with an internal combustion engine is substantially higher (\$9,000, according to “The Economist”). The biggest issue, they say, may be quality. According to a survey by research firm J.D. Power,* seven of the 10 car models with basic quality issues are EVs. Recalls have been issued for everything from faulty batteries to door handles.

What a disappointment. A vehicle of any type is a major expense, and shelling out thousands of dollars for something that doesn’t fulfill its brand promise is beyond frustrating. You will never experience that with AMSOIL. Our products will always do exactly what we say they will do, and we will always have products that outperform the competition. That is important to me. When people ask me why they should buy AMSOIL products instead of competing alternatives, the answer is simple: AMSOIL is personal to me. It is part of my family legacy and every AMSOIL product must live up to my high standards. I am not willing to compromise my family name and all the hard work it took to build our reputation for producing the best lubricants money can buy. There is no one at Mobil,* Pennzoil* or Valvoline* who has a personal

attachment to their brand. No one at those companies is risking their family legacy with every product they launch. I am, and I take it personally.

That’s part of the AMSOIL difference – we care. We care about our Dealers, our customers and our reputation. We want to grow and we have to remain profitable, but we will not sacrifice quality or people to achieve that growth. Adhering to our values will ensure we remain on a path toward increased strength, and I am here to ensure that happens.

Alan Amatuzio
Chairman & CEO

THE IMPORTANCE OF DEALER CERTIFICATION UNDER ***THE NEXT 50*** COMPENSATION PLAN

Dealer Certification is crucial for building your Dealership and maximizing earnings in *The Next 50* compensation plan.

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

LETTERS TO THE EDITOR

SNOWMOBILE RETAIL BUNDLES

I see the diesel and gas retail bundles are now out. Any idea when the snowmobile/winter sports bundle will be out?

Thanks!

Bob Sherman

AMSOIL: The diesel oil and passenger-car motor oil retail-bundle promotions were first out of the gate, while winter retail-bundle promotions began launching in early 2024. All retail-bundle promotion information is announced in the Dealer Zone at launch.

PASSENGER-CAR MOTOR OIL RETAIL BUNDLES

I just reviewed the online version of the December *AMSOIL Magazine*. The new retail bundles look good, but my retail accounts prefer to stock OE oils, not Signature Series, due to pricing. Are we looking at possibly offering OE bundles in the near future?

Herb Wilm

AMSOIL: We're glad you're excited about the new retail bundles, Herb. Products in the retail bundles were selected based on detailed analysis of retail customers' purchasing behavior. The vast majority of our retail customers prefer the Signature Series line because it provides clear distinction from all other motor-oil brands they carry. While there's fierce competition amongst lower- and middle-shelf products, *AMSOIL Signature Series* allows stores to carry the best motor oil on the market, stand out from their competition and offer a product many DIY customers actively seek. We don't currently have plans to release an OE bundle, but we will carefully monitor performance and feedback to build future bundles.

CANADIAN PRODUCTS

I've been a Dealer for more than a year now. I'm very pleased with everything. The only complaint I have is that there are a few products that we can't have in Canada, such as the Mudslinger,[®] Chain Lube, Brake and Parts Cleaner

and Heavy-Duty Metal Protector. It would be a great addition to the line of products we can offer here.

Alexandre Gareau

AMSOIL: We're happy to hear you're pleased with your Dealership, Alexandre. The majority of products that are unavailable in Canada (including the four you listed) are aerosols, which are governed under different regulations in Canada than in the U.S. Those regulations would require alterations to our formulations that would result in unique formulas in Canada. Meanwhile, minimum production quantity requirements would result in inventory levels that exceed the products' shelf life, further increasing costs and product waste to unacceptable levels. In the past, we have not been able to develop enough customer demand in Canada to support the increased costs associated with producing unique product lines specifically for the Canadian market. In addition, Canadian laws require specific product labels that differ from U.S. labels, driving up costs for labels and production even further. The handful of non-aerosol products that are unavailable in Canada are slower-moving products, and we are therefore unable to offer them in Canada.

AMERICAN COMPANIES

I just found out through my stock service that Valvoline* has sold off its lubrication business to Aramco,* the wholly owned Saudi Arabian oil giant (world's largest company). I think *AMSOIL* should have published this kind of industry news to the Dealer network when it happened. People should know that Valvoline (founded in 1866) is no longer an American-owned company. Many people look for and want to buy America first. This would be to our advantage to let the Valvoline faithful know who they are buying from. The only business unit left under the Valvoline name is auto-repair franchise centers.

Raymond Montanari

AMSOIL: You're right, Raymond. In today's world of consolidation and global markets, some iconic American

companies are now owned by foreign interests. *AMSOIL Chairman & CEO Alan Amatuzio* covered this topic in his "From the Chairman" column in the December 2022 edition of *AMSOIL Magazine*. You can be proud to represent a company that is American-owned, American-based and dedicated to making the best lubricants in the world.

P.I.[®]

One of my oil customers called me the other day and said his pickup got 17 MPG when he got it years back. It's a 2006 Dodge* Ram* 1500 5.7 HEMI.* He went on to say he's only getting 13-14 now, and do I have any suggestions. I told him I have had good results with our P.i. Performance Improver; I'd try that first. He stopped over to pick up some and put a bottle in right there for the trip home. He called me when he got home and ordered two more bottles. He said just on the way home it went from 13 to 15 MPG. Wow, that stuff works. He did add a full bottle to a half tank. He came over the next night for two more bottles. I said your injectors must have really been dirty. He couldn't believe the results. He is going to run one more bottle through his truck and a bottle through his wife's car.

Dean & Cathy Graybill

AMSOIL: Great recommendation, Dean and Cathy. Thank you for sharing this great story. It sounds like you have a very satisfied customer.

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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.



Len Groom | SR. PRODUCT MARKETING MANAGER, POWERSPORTS & POWER EQUIPMENT

Automotive oil and motorcycle oil are not the same.

Motorcycles have specific requirements that automotive oils may not address.

Daytona Bike Week unofficially kicks off the 2024 riding season next month, and riders across the nation are champing at the bit to pull their motorcycles out of storage and hit the open road. While many riders enjoy wrenching on their bikes during the offseason, few want to be stuck in the garage doing repairs during peak riding season. As with any vehicle powered by an internal combustion engine, proper lubrication is essential to ensure performance and longevity

In the past, it was common for motorcycles to run on engine oils designed for four-stroke automobile engines. And if you spend any time on online motorcycle forums, you'll see plenty of folks still advocating the use of automotive oil for motorcycles. What is their rationale? They're looking to save a couple bucks on a quart of oil, as the majority of oils blended specifically for motorcycle applications are more expensive per quart than their automotive counterparts. But is using auto oil in your motorcycle a good practice?

There are several reasons why motorcycle oils are better for your bike than automotive oils.

Motorcycles have fundamentally different lubrication requirements than automobiles. This is due primarily to differences in both engine design and vehicle applications. Motorcycles often operate under more severe conditions than passenger cars. They usually run faster, are air-cooled and share an oil sump between the engine, clutches and gears. The oil, therefore, must lubricate not only the engine, but the transmission and, in the case of wet-clutch motorcycles, the clutches,

too. Many automotive oils, because of fuel economy requirements, are now formulated with friction modifiers. In a motorcycle with a wet clutch, these additives cause clutch slip and power loss.

Operating habits are different, too. While many of us rely on a car or truck for year-round day-to-day transportation and for longer road trips, motorcycles are often ridden seasonally, on weekends or on shorter trips. These trips often occur during warm summer weather, when the cooling system has to work even harder. Thus, a motorcycle lubricant must protect against high temperatures and high engine rpm while providing smooth wet-clutch operation and protecting gears and chains from operational pressure extremes. Because of these factors, many motorcycle oils are engineered with high viscosity to help prevent gear pitting, oil burn-off and oil consumption.

Retaining that viscosity is critical to ensure components remain protected. The high rpm and shared oil sumps common to motorcycles create an environment that promotes shearing. In fact, transmission gear sets are the leading cause of shear-induced viscosity loss in motorcycle applications. The oil's shear-stability and viscosity retention are vital for protecting motorcycles.

Additionally, motorcycles are often stored for several months during winter – a time when condensation can cause rust, which accelerates wear and can damage engine components. Rust is also a problem inherent to the shorter drive times motorcycles

often endure. If not combated, rust can cause bearing corrosion which results in vibration, noise, increased temperatures and catastrophic failure. Effective motorcycle oils must include rust inhibitors to keep engines and components free from corrosion.

Motorcycle oils must also prevent foam from forming, which happens when air enters the lubricating oil during normal engine and transmission operation. Foam bubbles entering a lubricated area take the place of the lubricant film and compress easily, leading to metal-to-metal contact. Foam also promotes increased oxidation because more of the oil's surface area is exposed to oxygen. An oil's tendency to foam should be considered when selecting an oil for your motorcycle.

For many riders, motorcycles represent significant investments of thousands of dollars. It only makes sense to protect those investments with products tailored to address their specific lubrication requirements.



V-TWIN

METRIC

DIRT

Prepare for Peak Riding Season

Motorcycles are frequently ridden in stop-and-go traffic and during hot summer months, which increases engine heat. Elevated heat breaks down conventional oils, reducing their ability to protect against wear. Conventional oils are also prone to evaporate, which leads to increased oil consumption and transmission wear, and requires owners to top off their oil. And in bikes with a wet clutch, the oil does double duty by lubricating the transmission, which exposes it to mechanical shearing.

For maximum performance and protection, motorcycles need oil designed to resist extreme heat, guard against engine and transmission wear and provide smooth, confident shifts in all kinds of weather and operating conditions.

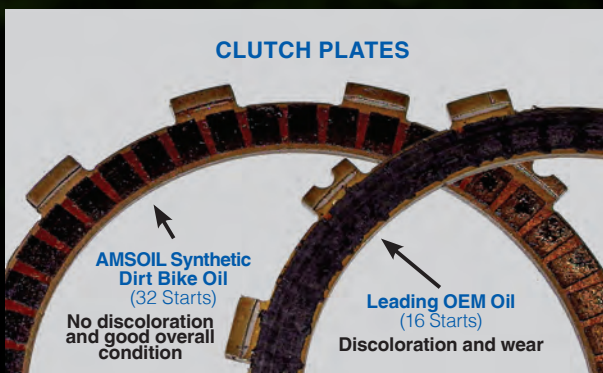
Synthetic base oils naturally reduce friction better than conventional oils, to help keep engines running cool. AMSOIL synthetic motorcycle oil is engineered with premium synthetic base oils that help protect engines from extreme heat and keep parts free from performance-robbing deposits. Advanced oxidation-inhibiting and anti-wear additives help maintain proper lubrication, reduce engine and transmission wear, and prevent clutch glazing and slippage to promote smooth shifting, positive wet-clutch engagement and extended clutch life. And its low volatility helps reduce oil consumption for extended oil life and optimum long-term lubrication performance.

AMSOIL motorcycle products are formulated to provide superior performance and protection, whether your customers ride two-stroke, four-stroke, V-twins, metric motorcycles or dirt bikes. Our complete line extends beyond motor oil to include complete oil-change kits, oil filters, cleaners and protectants, brake fluid, transmission fluid, suspension fluid, grease, coolant and fuel additives. Quickly find the right AMSOIL products with our Motorcycle Lookup.

Spring is the best time to stock up on AMSOIL motorcycle products as seasonal vehicle sales ramp up and owners prepare their bikes for summer riding.

AMSOIL DELIVERS CONFIDENT CLUTCH FEEL.

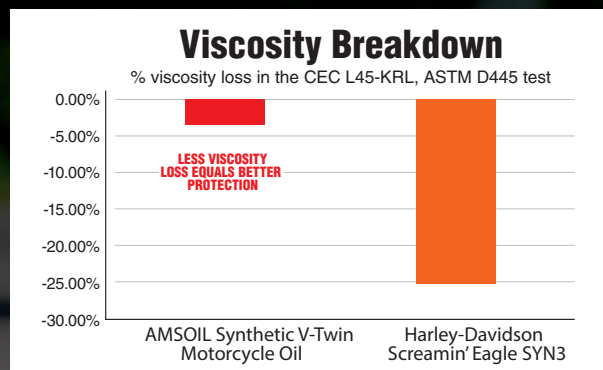
AMSOIL provides excellent clutch protection.⁷ How good is it? In extreme simulated-start testing, AMSOIL provided superior wear protection and kept clutch plates looking new.



⁷Based on dyno testing of a Honda® CRF450 dirt bike using AMSOIL 10W-40 Synthetic Dirt Bike Oil and a leading original equipment manufacturer 10W-40 conventional dirt bike oil. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

AMSOIL RESISTS VISCOSITY BREAKDOWN

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson* SYN3* for **improved protection** against compensator and transmission gear wear.^{BB}



^{BB}Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.



FUEL ADDITIVES



OIL-CHANGE KITS



CLEANERS, PROTECTANTS, COOLANT



A CLOSER LOOK AT DIESEL FUEL SYSTEMS

AMSOIL diesel fuel additives help customers solve problems and keep their diesel equipment running smoothly and efficiently.

Diesel fuel systems have changed dramatically over the past 25 years. Technological advancements have provided diesel owners with more power, better fuel economy and better starting, but those advancements don't come without a learning curve. While original equipment manufacturers (OEMs) and aftermarket parts suppliers continually improve their products, diesel fuel systems still require support from fuel additives with every tank.

HEUI Systems

A variety of fuel-injection systems have been used since the dawn of the internal combustion engine. In 1993, Caterpillar* introduced Hydraulically Actuated Electronic Unit Injection (HEUI), where the injectors were no longer camshaft-operated. HEUI was developed to increase fuel efficiency and decrease emissions without losing engine torque.

In a HEUI injector, oil pressurized between approximately 500 to 3,000 psi by a high-pressure oil pump (HPOP) is used to pressurize fuel inside the injector. The HPOP is separate from the engine's oil pump, which provides oil pressure for lubrication; the HPOP is dedicated to providing pressure to the HEUI injectors only.

HEUI injectors can be broken down into two basic sections: a fuel chamber and an oil chamber. A low-pressure fuel pump supplies fuel to the injector and a high-pressure oil pump supplies pressurized oil to the injector. During the injection cycle, an actuator allows high-pressure oil to enter the oil chamber of the injector body, applying pressure to an intensifier piston.

The fuel chamber of the injector lies on the other side of the piston. The intensifier piston pressurizes fuel at a rate of seven times the oil pressure. This fuel becomes pressurized before an electric actuator releases it through the injector nozzle.

HEUI injectors presented many benefits compared to the mechanical injectors of their time. For example, HEUI injectors allowed for improved throttle response. At low engine speeds, the engine produced higher fuel pressure for better fuel economy. Injection timing and the fuel rate could also be controlled electronically.

Essentially, HEUI systems reduced exhaust emissions and increased engine performance, regardless of speed.

Common-Rail Direct Fuel Injection

Common-rail direct fuel injection is a modern variant of a direct fuel-injection system for diesel engines. The name "common rail" is used because all fuel injectors receive fuel from the same fuel rail, as opposed to individual lines for each injector.

HPCR Systems

High-pressure common-rail (HPCR) systems were designed to supply the demand for more power, while still satisfying various emissions regulations. HPCR systems today are suitable for all types of diesel engines. They feature a high-pressure fuel rail feeding individual solenoid valves, as opposed to a low-pressure fuel pump feeding unit injectors.

HPCR injection is a technique for delivering pressurized fuel to injectors. The low-pressure fuel lift pump delivers fuel to a high-pressure injection pump, which pressurizes fuel up to 30,000 psi and sends it to the common rail. Because pressurized fuel is stored in the common rail, injection pressures are less dependent on engine speed, unlike HEUI and mechanical injection systems. Today's HPCR systems also use piezoelectric injectors, which allow for multiple injection events per cycle.

All of this translates into increased low-end performance, improved fuel economy, reduced engine noise and

significantly lower emissions.

Injection-System Problems

Diesel-fuel quality is highly variable, with large differences often occurring between, and even within, regions. Such fuel variability can create problems for owners and operators. The American Society for Testing and Materials (ASTM) D975 specification covers seven grades of diesel fuel suitable for various types of diesel engines. Low-grade fuels burn at a high heat value, but produce more contaminants. Higher-grade fuels have a lower heat value, but produce fewer contaminants. The requirements specified for diesel fuel are determined in accordance with test methods for cloud point, carbon residue, ash, distillation, viscosity, sulfur, copper corrosion, cetane number, cetane index and viscosity.

There are two main causes of fuel-injector failure associated with the properties of the fuel itself: wear and deposits.

Wear

While wear is common and problematic in older fuel-injection systems, such as HEUI systems, it is potentially more common in HPCR engines since the injectors are smaller, bear higher pressures and activate up to five times more per combustion cycle. Excessive wear can be caused by poor fuel lubricity or abrasion, and lubricity is key to keeping injectors from wearing out.

Ultra-low-sulfur diesel (ULSD) has a maximum allowable sulfur content, but the process by which sulfur is removed from fuel also removes the wax that provides lubrication, resulting in the need for diesel owners to use lubricity improvers.

Deposit Buildup

The two major types of deposits relating to fuel-injector failure are external injector deposits and internal injector deposits.

External Injector Deposits

External injector deposits, or coking deposits, are usually caused by fuel that does not burn completely and builds up on the injector nozzle in the combustion chamber, plugging the holes affecting spray pattern. These deposits can appear dark brown to black in color and carbonaceous or scaly in texture.

External injector deposits, in most cases, won't lead to fuel-injector failure; however, they can disrupt fuel spray and lead to inefficient fuel combustion. This inefficient fuel combustion can become noticeable through reduced vehicle power or fuel economy. Diesel additives have been successful in controlling the buildup of external deposits and ensuring efficient performance from the fuel injector.

Internal Injector Deposits

Internal injector deposits form on the internal parts of the injectors, such as the injector needles and pilot valves. Though they can go unnoticed, common symptoms of internal injector deposits include difficult starts, rough idling and sluggish performance.

Internal injector deposits appear light grayish and look very similar to coking deposits. They can form in most diesel engines, but are known to cause problems in HPCR diesel engines due to small clearances between the injector body and pintle, high-pressure fuel flowing through it and high fuel temperatures inside the injector that lead to deposits plating out on injector surfaces, reduced design clearances and a sluggish or faulty injector.

Cold Weather

Wax concentrations in diesel fuel can lead to cold-weather problems in diesel engines. As the temperature drops, wax crystals form in low-sulfur diesel fuel. The fuel becomes thicker and gradually gels until it finally clogs the filter, fuel lines or injectors. If the temperature is sufficiently low, excessive crystal formation can block the fuel filters and lines, causing difficult engine starts and the potential for the engine to stop running due to fuel starvation. This effect can be minimized and controlled with the use of cold-flow improvers.

Cold-flow diesel fuel additives are designed to prevent gelling and enhance diesel fuel cold-weather performance. They work by modifying the size and shape of the wax crystals, allowing the treated fuel to operate at lower temperatures without problems. Modifying the wax crystal formation in fuel lowers the cold filter-plugging point (CFPP), eliminating fuel-line freeze, preventing fuel-filter icing and reducing corrosion due to moisture caused by condensation in the fuel tank.

When diesel fuel surpasses its CFPP, the wax crystals clog the fuel filter and starve the engine of fuel, preventing it from starting. Emergency diesel-fuel treatment additives are added to the fuel filter and fuel tank when the vehicle won't start or is having a hard time running, melting the solidified wax crystals and dissolving ice to get the engine back up and running quickly.

AMSOIL Diesel Fuel Additives

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

AMSOIL Diesel Injector Clean (ADF)

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

AMSOIL 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

AMSOIL Diesel Recovery (DRC)

- **Quickly** dissolves gelled fuel
- **Thaws** frozen fuel filters
- **Performs** well in ULSD, off-road & biodiesel
- **Alcohol-free** and non-corrosive

AMSOIL Diesel Cetane Boost (ACB)

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

AMSOIL 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

AMSOIL Diesel All-In-One (ADB)

- **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



Trades/Construction Contractor Market Breakdown

With more than 800,000 trades/construction contractors across the U.S., they present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions. Dealers typically find the most success with contractors who are looking for lubricant expertise and local service, but are not being serviced by a local oil distributor that can provide bulk fuel and oil.

Markets

- Construction/Remodeling
- Home Builders • Plumbing
- Heating and Cooling • Electricians
- Roofing • Drywall/Insulation
- Concrete (Pouring and Finishing)

Decision Makers

- Owner • Shop Manager • Mechanic
- Purchaser • Accountant

Market Snapshot

- Decision makers are often working in the field or exploring business opportunities, making them difficult to reach.
- The seasonality of the market drives workload. Approach prospects in the offseason for greater success.
- The market is dominated by trucks, vans and small equipment that require a greater assortment of lubricants.
- Customers buy frequently and in smaller volumes. The variety of package sizes we offer is an advantage.

Target Buyers

- Customers with 4-5 vehicles or 2-3 trailers of equipment. Understand the nuances between each market.
- Perform their own maintenance or employ their own mechanic.
- Typically buy 55-gallon (208-litre) drums and smaller.
- Local customers to whom you can provide service on weekends if necessary.

AMSOIL PRODUCTS

Oil Filters



	AMSOIL Oil Filter	WIX Oil Filter
Technology	Synthetic	Cellulose
Wear Protection	99% Efficiency at 20 Microns	N/A
Drain Interval	15,000/25,000 miles (24,000/40,200 km)	OEM
Top Competitors	Mobil 1,* WIX XP,* Purolator Boss*	FRAM Extra Guard,* OEM brands, Purolator*
Top Competitors' Price	\$14-\$19 per filter	\$5-\$14 per filter

- Customers seeking an installer where they can purchase AMSOIL products.

Buyer Challenges/Pain Points

- Excessive wear and tear on equipment caused by operator neglect and inadequate maintenance.
- Negotiating the weather.
- Lost revenue due to equipment replacement because the schedule doesn't allow time for repairs.
- Quality labor shortage.
- Rising operation costs.
- Finding time to service work vehicles.
- Pricing pressure from transient competitors.

What Matters Most to the Buyer

- Company reputation.
- Staying on budget and schedule.
- Keeping equipment running and crews working under adverse maintenance practices.
- Buying products any day of the week, including weekends.

Equipment

Trades/construction contractors rely on a wide range of equipment to perform a variety of jobs.

PICKUP TRUCKS

- Haul materials and tow equipment to the job site.
- Contractors tend to favor gasoline trucks.
- Often used as a mobile office, racking up idle time.
- Contractors may own 5-10 pickup trucks.
- Top brands: Ford,* RAM,* Isuzu,* Chevrolet,* GMC.*

GENERATORS

- Convert fuel-based (gas, diesel, natural gas, propane) power into electric power.
- Essential for providing electric power to areas that don't have power or the power is restricted or unavailable.

- Range in size from small, portable units to large, stationary units.
- Top brands: Honda,* Briggs & Stratton,* Generac,* Champion.*

SKID STEERS

- Contain four wheels and two arms to a bucket used for scraping, scooping and moving material.
- Essential to any worksite due to the ability to replace the bucket with different attachments.
- Landscapers may own between 1-5 skid steers.
- Top brands: Caterpillar,* Bobcat,* New Holland,* Case,* John Deere.*

VANS

- Haul materials to the job site.
- Often used as a mobile office, racking up idle time.
- Accumulate high mileage traveling around town.
- Not built as robust as pickup trucks and frequently overloaded.
- Top brands: Ford, RAM, Mercedes,* Chevrolet, Nissan.*

FLATBED TRUCKS

- Haul larger loads and tow equipment to the job site.
- Tend to favor diesel engines.
- Extending truck life is often a top priority.
- Top brands: Ford, Chevrolet, RAM, Isuzu, Freightliner,* International.*

TRAILERS

- Include flatbed, enclosed and dump trailers.
- Essential for bringing materials to, and removing materials from, the job site.
- Frequently overloaded.
- Often the most neglected equipment a contractor owns.
- Top brands: Various.

Diesel Oil



	Signature Series Max-Duty	Heavy-Duty	Commercial-Grade
Technology	100% Synthetic	100% Synthetic	>50% Syn-Blend
Viscosities	5W-30, 10W-30, 0W-40, 5W-40, 15W-40	10W-30, 5W-40, 15W-40	10W-30, 15W-40
Wear Protection	6X Better**	4X Better**	2X Better**
Drain Interval	Up to 3X	OEM	OEM
Top Competitors	Schaeffer's 9000 Supreme,* Red Line Diesel,* Royal Purple Duralec Ultra*	Shell Rotella T6,* Chevron Delo 400 LE,* Valvoline Premium Blue*	Shell Rotella T5,* Chevron Delo 400 XLE*
Top Competitors' Price	\$35-\$50 per gallon	\$30-\$35 per gallon	\$20-\$25 per gallon

**Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.

Motor Oil



	Signature Series	High-Mileage	OE
Technology	100% Synthetic	100% Synthetic	100% Synthetic
Viscosities	0W-20, 5W-20, 0W-30, 5W-30, 10W-30, 0W-40, 5W-50	0W-20, 5W-20, 5W-30, 10W-30	0W-16, 0W-20, 5W-20, 5W-30, 10W-30
performance claim	75% More Wear Protection ¹	67% Sludge Reduction ²	47% More Wear Protection ³
Drain Interval	25,000 miles (40,200 km) or 15,000 miles (24,000 km) severe service or 1 year	OEM	OEM
Top Competitors	Mobil 1 Extended Performance,* Pennzoil Ultra Platinum,* Red Line Full Synthetic*	Valvoline High Mileage,* Mobil 1 High Mileage,* Pennzoil Platinum High Mileage*	Mobil 1 Advanced,* Pennzoil Full Synthetic,* Valvoline Advanced*
Top Competitors' Price	\$11-\$17 per quart	\$7-\$9 per quart	\$9-\$11 per quart

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

²Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil using a modified Sequence VH Test (ASTM D8256).

³Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

Small-Engine Oil



	Small-Engine Oil
Technology	100% Synthetic
Viscosities	5W-30, 10W-30, 10W-40, 15W-50
Top Competitors	Honda,* Toro,* Kawasaki*
Top Competitors' Price	\$6-\$16 per quart

The Five Ps of Marketing

Marketing's job is to help the salesforce succeed. With that in mind, we continue to ramp up our marketing efforts to help you win in the marketplace. But putting together a winning marketing strategy is not as easy as it might sound. There are competitors, changing market conditions and a lot of other factors that can shift over time. And there's a limit to how much money you can throw at marketing; every dollar has to count.

A marketing strategy sets the gameplan for reaching prospective consumers and turning them into customers. Along the way, we must manage the brand and know how to leverage its strengths. The plan should be informed by a deep understanding of who our customers and competitors are.

We have a plan to market strategically to help Dealers turn prospects into customers – hopefully customers that you will retain for years to come. AMSOIL marketing tactics can be divided into five categories, also known as the five Ps: **product, price, place, promotion and people.**

Product

AMSOIL has the best products in the lubricants industry. They are highly regarded and differentiated from other brands. But we need to do more than offer excellent product performance; we need to be strategic about how our products are positioned and promoted in the marketplace.

The ABCs of marketing are “audience,” “benefits” and “compelling reason” to believe the benefits are real. For many years, AMSOIL has used a good-better-best approach to many of our products, such as OE, Extended-Life and Signature Series 100% Synthetic Motor Oil. That's been effective, but it's not the only way to think about product positioning.

Toothpaste marketing provides a great example of another approach. You don't see “good,” “better” and “best” toothpaste; you see toothpaste options that are designed to appeal to different segments of the market, such as parents, people who want whiter teeth, people with sensitive teeth and so on. This is called “needs-based segmentation” and,

The Marketing Mix (5Ps)



if done well, the prospective customer should know if the product is intended for him or her, what the benefits of the product are and what the compelling evidence is that the benefits are real.

AMSOIL is leaning into needs-based segmentation with new products like AMSOIL 100% Synthetic Hybrid Motor Oil and 100% Synthetic High-Mileage Motor Oil.

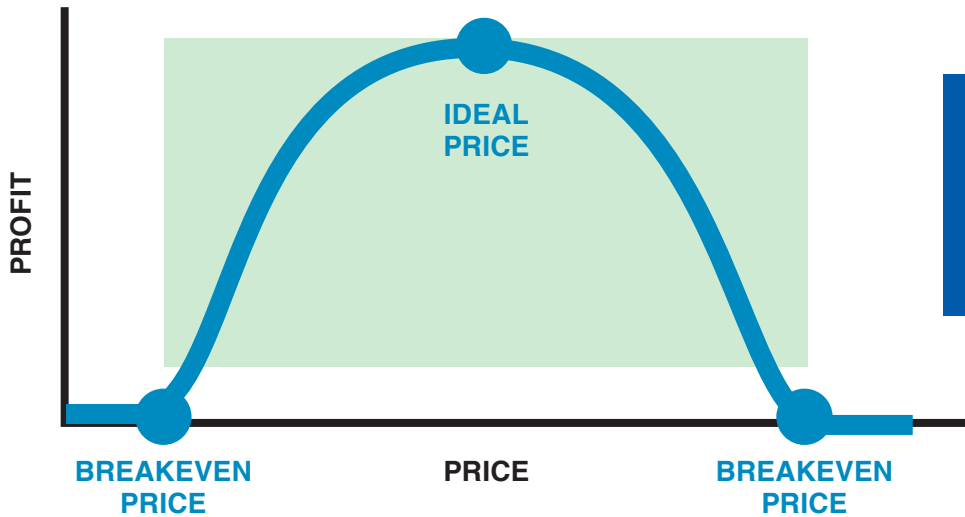
The AMSOIL Commercial-Grade Diesel Oil packaging is a good example of the ABCs in action. The label makes it obvious that the product is for the

commercial market. Text that says “for long engine life” makes the benefit clear. A compelling reason to believe is provided with “2X more wear protection.”



AMSOIL products like Commercial-Grade Diesel Oil are using needs-based segmentation as a marketing tactic.

Pricing



Finding the right price is critical. If the price is too high, sales will drop. If the price is too low, profits and commissions go down. There are four primary pricing strategies that we consider when establishing AMSOIL product prices.

Price

We must price competitively. You can have a better product priced higher, but there comes a point where customers won't spend the higher amount even if they believe the product performs better. The ideal price point is where you will sell the most product at the largest margin possible. If you price products too high, sales drop precipitously. If you price too low, profits plummet and commissions go down unless you can offset the price drop with increased volume.

1. Cost-based pricing sets retail prices based on cost-plus. We start with the cost to make the product and we add on the margin we expect to make. Prices are adjusted as the price of raw materials and production change. Cost-based pricing is great for finding a ballpark price, but it has limitations. Prices frequently vary as costs rise and fall. It can be more problematic if you're not paying attention to what your competition is doing; you may not be competitive in the marketplace and not realize it until you've lost customers.

2. Market-based pricing involves identifying the key competitors for each product that we sell. How does their product compare to AMSOIL products? How do their prices compare to AMSOIL product pricing?

3. Value-based products are products like SABER® Synthetic 2-Stroke Oil. It's mix rate is 100:1. If you're competing against a 50:1 mix-rate oil, you should be able to price SABER at up to two times what your competitor is charging. In practice, you must share some of the savings with the customer to get them to switch, but that's the general principle.

3. Bundled pricing rewards the customer for buying in higher volume. We just launched bundle-and-save promotions for retail accounts. If you have retail accounts that purchase a significant number of products to fill a display case, they will spend less than if they purchased each of those products individually.

Place

Product placement matters. We will continue to work together with you on a mix of sales channels that include retail, installer, commercial and online/catalog. Stay tuned for a number of initiatives to help you be more successful in each of these channels.

Promotion

Promotions can help nudge prospects into making a purchase. We primarily target enthusiasts by joining them where they are, including events, online and anywhere else. We are increasing our marketing spend on national

advertising, and we've seen an 8% impression increase on MotorTrend, the top DIY auto-enthusiast network in North America. We increased event sponsorships by 25% in 2023 to reach new audiences, increase brand exposure and provide more opportunities for Dealers to grow sales.

We're also expanding our use of promotional offers. AMSOIL is conducting four basic types of promotions for customers: wearable items such as hats, P.C. double-rewards, free shipping and free garage items, such as parts bowls and magnetic parts wands. These have been very effective and new promotion ideas will be rolled out over the coming year.

People

Internal resources and people are required to put these strategies into action. We are fortunate to have a talented and passionate team that is eager to push AMSOIL forward by implementing the marketing strategies outlined here.

By paying attention to the five Ps of marketing, we feel assured that AMSOIL sales will continue to grow and prosper, and you will have a lot of success as an independent AMSOIL Dealer. We look forward to supporting your Dealership's growth with strategic and powerful marketing.

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.



February Closeout

The last day to process February orders is Thursday, Feb. 29. 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. All orders received after these times will be processed for the following month. Volume transfers for February business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Wednesday, March 6.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 19 for Family Day.

AMSOIL Synthetic EP Grease Now Available

We have reintroduced AMSOIL Synthetic EP Grease (GSF) in an improved formula, and it is now available to Dealers and customers in 35-lb. (15.8-kg) pails. AMSOIL Synthetic EP Grease helps solve problems associated with leaky gearboxes and difficult-to-service applications in commercial and fleet markets. It is primarily used in grease-filled cases where conventional greases do not provide adequate lubricant life or protection. See the AMSOIL Synthetic EP Grease data sheet (G1809) for more information.

AMSOIL Signature Series and OE Lines Expanding in March

AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil joins the AMSOIL Signature Series line in March. Its primary applications are Toyota* and Honda* vehicles calling for 0W-16.

AMSOIL OE 0W-40 100% Synthetic Motor Oil joins the AMSOIL OE line in March. It is recommended for applications calling for the Chrysler MS-A0921 specification, which applies to newer, street-performance Chrysler*/Dodge SRT* and Ram HD* models equipped with 6.4L Hemi* and 6.2L Hellcat* engines. RAM HD models are also popular in the commercial space and commonly used as fleet trucks.

See the March *AMSOIL Magazine* for more information.



- **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

ALTRUM High-Potency D3

The risk of vitamin D deficiency increases for many people as they spend more time indoors during the cold winter months. However, it's important to maintain a steady supply of this vital nutrient that's sourced primarily by sunlight exposure and not found naturally in many foods.

Vitamin D holds antioxidant, anti-inflammatory and neuroprotective properties that support muscle function, immune health and brain-cell activity. Vitamin D is also necessary to absorb calcium; without its presence calcium isn't stored and the body begins sourcing it from the bones. ALTRUM Vitamin D3 is a high-potency softgel that delivers 2,000 IU per capsule, helping you meet the daily recommended amount in any season.



ALTRUM High-Potency D3				
Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALVD	EA	(1) 120-ct.	19.60	20.60
ALVD	CA	(12) 120-ct.	223.92	235.20
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
1.96	3.25	4.55	5.84	18.66
23.51	39.04	54.57	70.11	223.92

**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** | altrumonline.com

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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.

What's the Right Motor Oil for You?

No matter what you drive or how you drive, we formulate industry-leading motor oil to protect your vehicle. Use the chart below to choose the right motor oil for your ride.

Frequently Asked Questions

Why do I need AMSOIL High-Mileage Motor Oil? For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits. It also features a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.

When should I use AMSOIL High-Mileage Motor Oil? A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has accumulated 75,000 miles (120,000 km). While 75,000 is not an extreme number of miles today, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

Do I need to use AMSOIL High-Mileage Motor Oil if I've already been using AMSOIL motor oil? No. If you've been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. However, if you've been

using AMSOIL OE and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

Aren't AMSOIL motor oils recommended for vehicles regardless of mileage? Correct, all AMSOIL motor oils offer outstanding performance and protection regardless of vehicle mileage. However, for those seeking targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those seeking the ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil.

Is AMSOIL High-Mileage Motor Oil the best AMSOIL product to use in high-mileage vehicles? AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. AMSOIL Signature Series Motor Oil does everything High-Mileage Motor Oil does, while providing industry-leading performance and protection across the board. Signature Series is the best choice regardless of vehicle mileage.

Why do I need Hybrid Motor Oil?

Hybrid engines operate under a different set of parameters and conditions that typically result in additional fuel and water contamination, leading to corrosion. AMSOIL Hybrid Motor Oil is uniquely formulated to address these specific challenges.

When should I use Hybrid Motor Oil?

AMSOIL Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of miles or age of the vehicle.

What if I've been using another AMSOIL motor oil in my hybrid vehicle?

If you've already been using AMSOIL motor oil, your engine has received excellent protection. All AMSOIL motor oils of the appropriate viscosity are compatible with hybrid technologies, but AMSOIL Hybrid Motor Oil is specially tailored to focus on the unique challenges presented by hybrid vehicles at an affordable price. If you've been using AMSOIL OE and are looking for an upgrade in hybrid-engine protection, AMSOIL Hybrid Motor Oil is an excellent choice.



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
ENGINE CLEANLINESS	✓✓✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓
SERVICE INTERVAL	✓✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓	✓✓
EXTREME TEMP PERFORMANCE	✓✓✓✓✓	✓✓	✓✓	✓✓✓✓	✓✓
CORROSION PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
OIL-CONSUMPTION CONTROL	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓
VISCOSITY CONTROL	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
LEAK PROTECTION	✓✓✓✓✓	✓✓	✓✓✓✓	✓✓	✓✓
SEVERE-SERVICE PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓



Jamie Prochnow | RETAIL PROGRAM MANAGER

Communicate with your accounts to ensure success this year

It's never too early to remind customers about the benefits they can receive.

It's a brand-new year and, with it, a fresh start. The holidays are behind us, we've rung in the new year and made our resolutions. Now it's time to get busy making those resolutions a reality.

It's also a fresh start for our retail customers' co-op credits and volume discounts. As always, there was a surge at the end of 2023 with accounts frantically trying to use up their co-op credit or make end-of-the-year purchases to ensure 2024 discounts were issued at the highest level. These Retail Program benefits are a great reason to stop by or reach out to your retail accounts.

When it comes to co-op credit, show your retail store accounts where to find how much they have, how to use it and what they can use it on. It's never too early to start the discussion. These accounts earn their co-op credit through their purchases. If they don't use it by the end of the year, they lose it. And if they lose it, it's no longer their benefit.

Your installer accounts also need to be informed of their volume discount status. The conversation is always easy if they earned a higher discount level, but the reverse is also important. If your installer account lost a discount level this year, it's important to know why. Is there a path they can take to regain that purchase level? Knowing your customer's goals and how AMSOIL and you as a Dealer fit into their business is worth taking the time to understand.

Sometimes the most difficult conversations present the most

opportunity for improved relationships and account growth. Deepening your understanding of what went wrong or right can help drive success toward the future. Einstein famously said, "If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions." So often we focus on the solution when we don't fully understand the problem. Really listen to what your customers have to say and work toward solutions that matter to them so 2024 can be a banner year for their business.

It's also good to start a conversation with your accounts on expectations for the new year. You can review last year's sales, which products are selling and which are not. Were there any unexpected big movers? Are certain products dying on the shelves? Which product selections should your customers carry? And, of course, why are these things happening?

This information is important for any account type. The product range will be larger for a retail store and a little narrower for an installer, but it's vital in both areas. Consider all the great new products we launched in 2023. One we're especially excited about in retail is AMSOIL High-Mileage Motor Oil. We know high-mileage oil is making up a growing share of the retail market. It's almost 20% of what installer businesses are selling, and you can't find an auto store without a shelf full of it. If you haven't mentioned this to your customers, you need to. Don't think they'll know just because AMSOIL launched it, or you mentioned

it once. Make sure this is an ongoing conversation. Your retail accounts need this product because their customers are asking for it.

Take a look at the marketing items your retailers are using. Do they need a new banner, sign or shelf? AMSOIL offers premium products, and how our retail stores and installers market them should reflect that. Helping them replace and hang a new sign or banner is a great way to show you're there to help them grow their AMSOIL businesses and be a valuable partner.

Let your accounts know about any upcoming promotions or industry news. If you aren't subscribed to any industry magazines, challenge yourself to add this to those freshly minted resolutions. Anyone selling in the retail market should at least be receiving *National Oil and Lube News (NOLN)*. It will help you stay on top of what's happening and help you speak the language your customers use every day. Little things like this go a long way in showing your accounts that you're a professional and help separate you from the competition.

If you aren't talking to your customers, you can be confident someone else is. Be proactive this year in reaching out to your accounts. Really listen to the feedback they provide and chart a path forward. Big things are happening this year and it's an exciting time to be an AMSOIL Dealer. As always, happy selling.

Want to Register More Commercial and Retail Accounts?

The AMSOIL sales process provides a clear roadmap for pursuing commercial and retail business. If you want to be more successful at landing commercial and retail accounts, follow these six steps:



STEP 04 DEVELOPING THE PLAN

After your first meeting with a prospect, it's time to start identifying solutions to the issues the business is facing. At this stage you will review all the information you gathered and start identifying AMSOIL products and services that meet the business's needs and provide additional value to the prospect.

Determine ways that you can improve the company's current lubrication program or offer an improvement from its current lubricant suppliers.

For more information on the AMSOIL sales process, complete Sales-Process Training in the Dealer Zone.





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February 2024

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