



The First in Synthetics®

Income Opportunities for AMSOIL Dealers

PERSONAL RETAIL SALES

CATALOG SALES

INTERNET SALES

SPONSORING NEW DEALERS AND
PREFERRED CUSTOMERS

COMMERCIAL ACCOUNTS

RETAIL-ON-THE-SHELF ACCOUNTS

Tools to Build Your AMSOIL Business

PERSONAL RETAIL SALES

Earn profits through retail sales.

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

EXAMPLE:*

Item	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Your Profit
[1] ASL1G 5W-30	-CA	\$135.85	\$100.60	\$ 35.25
[3] EaA47 Air Filters	-EA	\$ 88.65	\$ 67.50	\$ 21.15
[6] EaO15 Oil Filters	-EA	\$112.50	\$ 85.50	\$ 27.00
		<u>\$253.60</u>		<u>\$ 83.40</u>
		Your Total Investment	Your Retail Profits	



With AMSOIL, you can order products as you need them. Call the convenient toll-free Telephone Ordering Line (800-777-7094) or visit the AMSOIL Online Store (www.amsoil.com).

You also earn monthly commissions on your purchases from AMSOIL.

You get extra profits with AMSOIL commissions. Every AMSOIL product you purchase has a commission value, known as commission credits. At the end of each month, your total accumulated commission credits are calculated and AMSOIL sends you a check, based on the AMSOIL Commission Credit Schedule. (Minimum total monthly volume to receive a commission is 100 commission credits.)

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

EXAMPLE OF YOUR PURCHASES IN 1 MONTH:*

Item	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[1] ASL1G 5W-30	-CA	\$135.85	\$100.60	\$ 35.25	70.42
[3] EaA47 Air Filters	-EA	\$ 88.65	\$ 67.50	\$ 21.15	54.00
[6] EaO15 Oil Filters	-EA	\$112.50	\$ 85.50	\$ 27.00	55.80
[1] BMK23 Dual Remote Oil Filtration Kit	-EA	\$269.00	\$206.50	\$ 62.50	145.00
				<u>\$145.90</u>	325.22
				\$ 16.26 (325.22 @5%)	
Total Monthly Profit				\$162.16	

COMMISSION SCHEDULE	
Commission Credits	Your Commission
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

*with sponsoring requirement

In this example, your commission would be 5 percent of 325.22. Your commission check for the month would be **\$16.26**. This is in addition to the **\$145.90** in retail profit you can earn from selling these products. Overall, you would make **\$162.16** total for this month. As your business grows and you sell more products each month, your commission check grows larger as well. The top personal sales commission paid out by AMSOIL is **25 percent**.

*Based on U.S. prices (subject to change). Prices shown do not include shipping, sales tax or discounts. Examples of earnings are for illustration purposes only. See the AMSOIL Multi-level Marketing Sales Plan (G47 A & B) for details and guidelines on earning commissions and bonuses.

CATALOG SALES

Earn profits with catalog sales.

You can also sell AMSOIL products with the AMSOIL Retail Catalog Program. Catalogs (G100) can be purchased directly from AMSOIL and then distributed to potential AMSOIL customers. Once the catalogs are in the hands of your potential customers, any sales made will earn you retail profits and commission credits automatically.

Order taking, shipping and returns all are handled by AMSOIL INC.



EXAMPLE OF YOUR PURCHASES AND SALES IN 1 MONTH:*

Catalog Sales	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[1] ATMQT 10W-30	-CA	\$102.70	\$ 76.05	\$ 26.65	53.23
[1] ANT1G Antifreeze	-CA	\$133.40	\$ 98.40	\$ 35.00	35.40
[1] GWRCR Synthetic Water Resistant Grease	-CA	\$ 67.05	\$ 48.56	\$ 18.49	34.48
[1] AEFCN Engine Flush	-EA	\$ 5.80	\$ 4.35	\$ 1.45	3.01
				\$ 81.59(A)	126.12(B)

Your Purchases (From Page 2)

[1] ASL1G 5W-30	-CA	\$135.85	\$100.60	\$ 35.25	70.42
[3] EaA47 Air Filters	-EA	\$ 88.65	\$ 67.50	\$ 21.15	54.00
[6] EaO15 Oil Filters	-EA	\$112.50	\$ 85.50	\$ 27.00	55.80
[1] BMK23 Dual Remote Oil Filtration Kit	-EA	\$269.00	\$206.50	\$ 62.50	145.00
				\$145.90(C)	325.22(D)

Your Combined Retail Profit (A+C) \$227.49

Your Combined Personal Commission Credits (B+D) 451.34

Your Commission (5% of 451.34) \$ 22.57

Your Total Profit \$250.06

COMMISSION SCHEDULE	
Commission Credits	Your Commission
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

*with sponsoring requirement

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INTERNET SALES

Earn retail profits and commission credits with online commerce.

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

Order taking, shipping and returns all are handled by AMSOIL INC. AMSOIL also offers website packages and other options that allow all Dealers, regardless of computer experience or equipment, to participate in Internet sales.



EXAMPLE OF YOUR PURCHASES AND SALES IN 1 MONTH:*

Internet Sales	Unit of measure	Sold At Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[4] ASMQT 0W-20	-CA	\$431.80	\$319.80	\$112.00	223.88
[1] FGR1G Gear Lube	-CA	\$167.70	\$124.20	\$ 43.50	86.94
[4] EaO30 Oil Filters	-EA	\$ 66.60	\$ 50.60	\$ 16.00	33.00
				\$171.50(A)	343.82(B)

Catalog Sales (From Page 3)

[1] ATMQT 10W-30	-CA	\$102.70	\$ 76.05	\$ 26.65	53.23
[1] ANT1G Antifreeze	-CA	\$133.40	\$ 98.40	\$ 35.00	35.40
[1] GWRCR Synthetic Water Resistant Grease	-CA	\$ 67.05	\$ 48.56	\$ 18.49	34.48
[1] AEF-CN Engine Flush	-EA	\$ 5.80	\$ 4.35	\$ 1.45	3.01
				\$ 81.59(C)	126.12(D)

Your Purchases (From Page 2)

[1] ASL1G 5W-30	-CA	\$135.85	\$100.60	\$ 35.25	70.42
[3] EaA47 Air Filters	-EA	\$ 88.65	\$ 67.50	\$ 21.15	54.00
[6] EaO15 Oil Filters	-EA	\$112.50	\$ 85.50	\$ 27.00	55.80
[1] BMK23 Dual Remote Oil Filtration Kit	-EA	\$269.00	\$206.50	\$ 62.50	145.00
				\$145.90(E)	325.22(F)

Your Combined Retail Profit (A+C+E) **\$398.99**

Your Combined Personal Commission Credits (B+D+F) **795.16**

Your Commission (8% of 795.16) **\$ 63.61**

Your Total Profit \$462.60

COMMISSION SCHEDULE	
Commission Credits	Your Commission
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

*with sponsoring requirement

*Based on U.S. prices (subject to change). Prices shown do not include shipping, sales tax or discounts. Examples of earnings are for illustration purposes only. See the AMSOIL Multi-level Marketing Sales Plan (G47 A & B) for details and guidelines on earning commissions and bonuses.

COMMERCIAL ACCOUNTS

Commercial accounts are a great opportunity for increased sales.

Commercial accounts can provide a steady source of income for an AMSOIL Dealer. Commercial accounts are businesses which have company-owned vehicles, equipment and machinery that use the high-quality lubricants and filters available from AMSOIL. These accounts do not sell AMSOIL products, only use them in their vehicles, equipment and machinery.

When you register a commercial account, you earn a cash commission on every purchase your account makes. Each account purchase also earns you commission credits which are applied to the commission schedule and added to your commission totals. Product commission values are detailed in the Dealer Profit List (G3501).

EXAMPLE OF YOUR PURCHASES AND SALES IN 1 MONTH:*

Commercial Account Sales	Unit of Measure	Suggested Retail	Wholesale Cost	Cash Commissions	Commission Credits
[1] DEOQT 5W-40 Diesel Oil	-CA	--	\$ 76.05	\$ 11.41	16.73
[2] EaO80 Oil Filter	-EA	--	\$ 37.70	\$ 5.66	8.30
[1] GLCCR Synthetic Multi-Purpose Grease	-CA	--	\$ 44.50	\$ 6.35	9.31
{1} ATHQT Tractor/Hydraulic Transmission Oil	-CA	--	\$ 69.90	\$ 10.49	15.38
[1] DFCCN Diesel Concentrate Plus Cold Flow Improver	-CA	--	\$ 72.45	\$ 10.87	15.94
[1] DRCCN Diesel Recovery	-CA	--	\$ 99.00	<u>\$ 14.85</u>	<u>21.78</u>
				\$ 59.63 (A)	87.44 (B)

Internet Sales (From Page 4)	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[4] ASMQT 0W-20	-CA	\$431.80	\$319.80	\$112.00	223.88
[1] FGR1G Gear Lube	-CA	\$167.70	\$124.20	\$ 43.50	86.94
[4] EaO30 Oil Filters	-EA	\$ 66.60	\$ 50.60	<u>\$ 16.00</u>	<u>33.00</u>
				\$171.50 (C)	343.82 (D)

Catalog Sales (From Page 3)	Unit of Measure	Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[1] ATMQT 10W-30	-CA	\$102.70	\$ 76.05	\$ 26.65	53.23
[1] ANT1G Antifreeze	-CA	\$133.40	\$ 98.40	\$ 35.00	35.40
[1] GWRCR Synthetic Water Resistant Grease	-CA	\$ 67.05	\$ 48.56	\$ 18.49	34.48
[1] AEFCN Engine Flush	-EA	\$ 5.80	\$ 4.35	<u>\$ 1.45</u>	<u>3.01</u>
				\$ 81.59 (E)	126.12 (F)

Your Purchases (From Page 2)	Unit of Measure	Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[1] ASL1G 5W-30	-CA	\$135.85	\$100.60	\$ 35.25	70.42
[3] EaA47 Air Filters	-EA	\$ 88.65	\$ 67.50	\$ 21.15	54.00
[6] EaO15 Oil Filters	-EA	\$112.50	\$ 85.50	\$ 27.00	55.80
[1] BMK23 Dual Remote Oil Filtration Kit	-EA	\$269.00	\$206.50	<u>\$ 62.50</u>	<u>145.00</u>
				\$145.90 (G)	325.22 (H)

Your Combined Retail Profit (C+E+G) \$398.99

Your Cash Commissions (A) \$ 59.63

Your Combined Personal Commission Credits (B+D+F+H)

Your Commission (8% of 882.60) \$ 70.61

Your Total Profit \$529.23

882.60

COMMISSION SCHEDULE	
Commission Credits	Your Commission
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

*with sponsoring requirement

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RETAIL-ON-THE-SHELF ACCOUNTS

Additional profits in retail markets.

Selling AMSOIL to retail accounts is another way to earn commissions. Retail accounts are retail outlets such as auto parts stores, motorcycle dealerships and automotive service centers. These stores stock AMSOIL products to sell to their customers or install AMSOIL products as part of a service such as with oil changes.

When you register a retail account, you earn a cash commission on every purchase your account makes. Each account purchase also earns you commission credits which are applied to the commission schedule and added to your commission totals. Product commission values are detailed in the Dealer Profit List (G3501).

EXAMPLE OF YOUR PURCHASES AND SALES IN 1 MONTH:*

ROTS Account Sales	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Cash Commissions	Commission Credits
[1] XLMQT 5W-20	-CA	--	\$ 59.25	\$ 8.89	13.04
[2] XLFQT 5W-30	-CA	--	\$118.50	\$ 17.78	26.08
[1] XLTQT 10W-30	-CA	--	\$ 59.25	\$ 8.89	13.04
[1] APICN P.i. Performance Improver	-CA	--	\$ 89.45	\$ 13.42	19.68
				\$ 48.98 (A)	71.84 (B)

Commercial Account Sales	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Cash Commissions	Commission Credits
[1] DEOQT 5W-40 Diesel Oil	-CA	--	\$ 76.05	\$ 11.41	16.73
[2] EaO80 Oil Filter	-EA	--	\$ 37.70	\$ 5.66	8.30
[1] GLCCR Synthetic Multi-Purpose Grease	-CA	--	\$ 44.50	\$ 6.35	9.31
{1} ATHQT Tractor/Hydraulic Transmission Oil	-CA	--	\$ 69.90	\$ 10.49	15.38
[1] DFCCN Diesel Concentrate Plus Cold Flow Improver	-CA	--	\$ 72.45	\$ 10.87	15.94
[1] DRCCA Diesel Recovery	-CA	--	\$ 99.00	\$ 14.85	21.78
				\$ 59.63 (C)	87.44 (D)

Internet Sales (From Page 4)	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Retail Profit	Commission Credits
[4] ASMQT 0W-20	-CA	\$431.80	\$319.80	\$112.00	223.88
[1] FGR1G Gear Lube	-CA	\$167.70	\$124.20	\$ 43.50	86.94
[4] EaO30 Oil Filters	-EA	\$ 66.60	\$ 50.60	\$ 16.00	33.00
				\$171.50 (E)	343.82 (F)

Catalog Sales (From Page 3)	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Cash Commissions	Commission Credits
[1] ATMQT 10W-30	-CA	\$102.70	\$ 76.05	\$ 26.65	53.23
[1] ANT1G Antifreeze	-CA	\$133.40	\$ 98.40	\$ 35.00	35.40
[1] GWRCCR Synthetic Water Resistant Grease	-CA	\$ 67.05	\$ 48.56	\$ 18.49	34.48
[1] AEFCN Engine Flush	-EA	\$ 5.80	\$ 4.35	\$ 1.45	3.01
				\$ 81.59 (G)	126.12 (H)

Your Purchases (From Page 2)	Unit of Measure	Sold At Suggested Retail	Wholesale Cost	Cash Commissions	Commission Credits
[1] ASL1G 5W-30	-CA	\$135.85	\$100.60	\$ 35.25	70.42
[3] EaA47 Air Filters	-EA	\$ 88.65	\$ 67.50	\$ 21.15	54.00
[6] EaO15 Oil Filters	-EA	\$112.50	\$ 85.50	\$ 27.00	55.80
[1] BMK23 Dual Remote Oil Filtration Kit	-EA	\$269.00	\$206.50	\$ 62.50	145.00
				\$145.90 (I)	325.22 (J)

Your Combined Retail Profit (E+G+I) \$398.99
Your Cash Commissions (A+C) \$108.61
Your Combined Personal Commission Credits (B+D+F+H+J) 954.44
Your Commission (8% of 954.44) \$ 76.36

Your Total Profit \$583.96

COMMISSION SCHEDULE	
Commission Credits	Your Commission
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

*with sponsoring requirement

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SPONSORING NEW DEALERS AND PREFERRED CUSTOMERS

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

When you sponsor new Dealers and Preferred Customers (just like you would be sponsored as a Dealer) you are building a personal group. The commission value of your group's purchases is added to yours, increasing the percentage of your commission and giving you a bigger commission check. The primary difference between Dealers and Preferred Customers is the right to earn commissions. Dealers earn commission checks based upon their commission credits and the commission schedule. Preferred Customers purchase AMSOIL products at the same wholesale price as Dealers, but do not earn commission. All commission credits earned by Preferred Customers are credited to the sponsoring Dealer.



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

EXAMPLE:

You sponsored 3 Preferred Customers and 3 Dealers. All of them have purchased products worth 300 commission credits in the month. In addition, you have generated the same 951.44 commission credits as in the previous example:

	Commission Credits
Preferred Customer #1's Purchase	300.00
Preferred Customer #2's Purchase	300.00
Preferred Customer #3's Purchase	300.00
Dealer #1's Purchase	300.00
Dealer #2's Purchase	300.00
Dealer #3's Purchase	300.00
Your Personal, Catalog, Internet and Account Sales	<u>954.44</u>
Total for your group	2754.44

COMMISSION SCHEDULE	
Commission Credits	Your Commission
5000	25%*
4000	24%*
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

*with sponsoring requirement

For this example, AMSOIL would send out checks totaling \$550.89 (20% of 2754.44). The total paid to your Dealers would be \$45.00 (5% of 300.00, or \$15.00 to each Dealer), and the rest is yours to keep. For the same 954.44 personal commission credits shown in the previous example, you receive a **\$505.89** commission instead of \$76.36, just by sponsoring new Dealers and Preferred Customers who generate commission credits. Your combined retail profits and commissions now total **\$1,013.49** instead of \$583.96

Note: As your group's purchases reach and maintain a monthly level of 3000 commission credits, you attain the level of Direct Jobber. You can earn up to 25 percent at the 5000 commission credit level. Direct Jobbers are also eligible to earn Direct Jobber performance commissions, car bonuses and more. See the marketing plan (G47B) for more details.

Earn performance commission bonuses by building and maintaining your sales group and by helping your Dealers build, too.

As your Dealers' businesses grow to the 3000 commission level and they sponsor their own groups, they become Direct Jobbers as well. Instead of adding their purchases to yours, you earn a Direct Jobber performance commission. Depending on how many of your Dealers become Direct Jobbers, you can earn from 5 percent to 9 percent on the total purchases of all these groups. See the AMSOIL Multi-Level Marketing Sales Plan (G47B) for complete details about the qualifications and requirements to earn extra commissions from your group and to earn Direct Jobber performance commissions.

TIPS FOR SPONSORING

Sponsoring Expands Your Business

Many people operate under the assumption that having personal group Dealers working the same area is like adding competition. In fact, the opposite is true. It's already been shown that active personal group Dealers expand your income opportunity, so by sponsoring you've really just expanded your sales force.

Sponsoring Provides Security

An active personal group means security because personal group Dealers keep working even if you can't (residual income). Dealers with strong, active personal groups continue generating commissions, even if they fall ill or can't actively work their businesses for some other reason, because their personal group Dealers are still selling the products and sponsoring new Dealers.

Based on this same principle, an independent AMSOIL business generates retirement income. When successful Dealers retire, their personal groups are often so solid that the business continues to generate income for them.

Finding Prospects

Many Dealers begin with friends and family, however, sponsoring is often more successful with people outside of family and friends. Virtually anyone you come in contact with is a potential new personal group member. Other members of groups or organizations to which you belong such as a sportsmans club, snowmobile club or Lions club make excellent prospects. Even old classmates might make good personal group Dealers.

Another good place to find potential Dealers is your customer list. Customers often make the best Dealers because they believe in the product and start with a good base of knowledge. Some Dealers find new Dealers through print or radio advertising, trade shows, flyers, the internet or other promotional activities. No matter where they are found, it is important to qualify prospects and be sure they

are not already involved with another AMSOIL Dealer. Refer to the Initial Contact Guidelines Brochure (G2194) for details.

Spotting a Good Prospect

Although virtually anyone can be an AMSOIL Dealer and no single quality is a guarantee of success or failure, some characteristics provide good indications of future performance.

- **People who value AMSOIL products**
- **People who desire to start their own businesses**
- **Hard-working, self-starting, stable people**
- **People with good experience**
- **People looking for retirement income**
- **People who are driven**
- **Successful people**
- **Busy People**
- **Personable People**
- **Husband/wife teams**

Making the Presentation

The most important thing in sponsoring is knowing the company and the products. Most of the questions prospects will ask can be answered with thorough knowledge of the AMSOIL Business Manual (G700). When making sponsoring presentations, it's important to ask appropriate questions and listen to the answers. If you ask good questions, prospects will provide clues to their motivations, and these clues can help you tailor your presentations to them.

- **Have all necessary materials on-hand**
- **Wear proper attire (AMSOIL clothing)**
- **Have a positive attitude – smile**
- **Know your prospect**
- **Believe in AMSOIL products**
- **Do the paperwork**
- **Follow up**

Sell for today, sponsor for tomorrow.

AMSOIL products and Dealership information are available from your local AMSOIL Dealer.

