

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.

