



The First in Synthetics®

COMMERCIAL & RETAIL MARKETING PROCEDURES

As an AMSOIL Servicing Dealer, you can earn commissions and commission credits by registering retail and commercial accounts.

A **Commercial Account** is a commercial or industrial end user of the product which purchases product for company vehicles, machinery, equipment, etc., to be used in the performance of the business and not for resale.

The approval of a commercial account will require a business telephone and a business address. The exception to this will be a farm or an owner/operator trucking business. Both of these types of accounts will require a completed Profile Sheet outlining the *specific* type of equipment used by the business.

If you feel that some other type of home-based business qualifies as a commercial account, please submit a completed Profile Sheet and evidence supporting the existence of the business to the Review Committee. They will examine this information and notify you of their findings.

A **Retail On-The-Shelf Account** is a business that operates out of a storefront or outlet where there is public access for customers. This business normally sells associated merchandise at retail prices or provides product as part of a service, and is local or regional with up to 12 outlets. The business does not sell AMSOIL products through the internet or retail catalogs, must not operate out of the home or be located at a residence, and AMSOIL should not be the primary business.

RESPONSIBILITIES

To become a Commercial/Retail Account Servicing Dealer and to maintain your status, you must be willing to fulfill the following responsibilities:

1. Be currently registered with AMSOIL INC. as an AMSOIL Dealer.
2. Conduct business in an honest, straightforward and professional manner in compliance with AMSOIL INC. Multi-Level Sales Plan and Commercial/Retail Marketing Procedures.
3. Assist your Commercial/Retail Account in completing the Account Application Form, and to avoid delays in processing of the application, complete and return the profile sheet. In some cases, such as a home based commercial business, it may be necessary to supply additional information to support the existence of a qualified account, such as a business license, Federal I.D. number, business card, Yellow Page advertising, a company brochure or any other documents you feel would be of assistance.
4. Ensure that the Commercial/Retail Account is properly trained and informed of all the terms, policies and procedures of the Commercial/Retail programs as outlined in the Marketing Plan, Commercial and Retail Marketing Procedures, How To Manuals, Price Lists and all other pertinent AMSOIL publications.
5. Ensure that the Commercial/Retail Account has current product and literature price lists and is informed about new product developments.
6. Inform AMSOIL INC. of any change of ownership, address or business procedures of your Commercial/Retail Account within 30 days of such a change and submit a new application if requested.
7. Failing to comply with the above responsibilities and policies will jeopardize all rights as a Servicing Dealer.

REGULATIONS

In order to comply with the AMSOIL Multi-Level Sales Plan, the following regulations must be adhered to:

1. An AMSOIL Dealer cannot be the Servicing Dealer for a Commercial/Retail Account if the AMSOIL Dealer is an employee or any member of his/her immediate family has a financial interest in or is an employee of the Commercial/Retail Account.

There must be an arms length relationship between the Servicing Dealer and the Commercial/Retail Account. If special circumstances exist, the Review Committee will review the situation.

2. An AMSOIL Dealer may not have their commission or commercial and retail commission checks written in the name of a commercial user or retail outlet that could be, or is registered as, an AMSOIL Account.
3. Owners of a registered AMSOIL Commercial/Retail Account may become AMSOIL Dealers only under the sponsorship of the current Servicing Dealer.
4. AMSOIL Dealers that are owners of a separate non-AMSOIL business may have their business become a Commercial/Retail Account with their sponsor as the Servicing Dealer.
5. An AMSOIL Servicing Dealer cannot purchase products through a Commercial/Retail Account at commercial/retail prices for either their own use or resale. To do so circumvents the AMSOIL Marketing Plan and will jeopardize all AMSOIL Dealer and Servicing Dealer rights.
6. A Servicing Dealer may not take action of any kind that would result in a commercial/retail establishment receiving a lower price than any other participating commercial/retail establishment in the same country, i.e., rebating. Violations will result in corrective action which may include loss of Servicing Dealer rights.
7. If an AMSOIL Dealer sells products purchased through the Multi-Level Program to or through any company that would be or is qualified as a Commercial or Retail On-the-Shelf Account, the selling price must be NOT LESS THAN the prices established in the current Commercial and Retail On-the-Shelf Program price lists. No Dealer may supply products, either directly or indirectly, to a retail business with more than 12 retail outlets or businesses that sell through the internet or retail catalogs.
8. Any active Commercial/Retail Account is considered "protected." Protected status means that no other AMSOIL Dealer may register the account and no other AMSOIL Dealer or account may supply product to a "protected account." The protected status remains in effect for one year after their last order or for two years after their last order if the account subscribes to the AMSOIL *Service Line*.
9. Products purchased by a Commercial or Retail Account are for use or resale only in the country in which they were purchased. The Servicing Dealer of any account that desires to export AMSOIL products must first contact the International Sales Department at AMSOIL INC. for authorization.
10. AMSOIL retains the right to decide all matters regarding interpretation and enforcement of all policies outlined in the Marketing Plan, Commercial and Retail Marketing Procedures, How To Manuals, Price Lists and all other pertinent AMSOIL publications. Any requests regarding special exceptions, enforcement of policies or Dealer disputes should be submitted in writing to the Review Committee.

CALCULATING YOUR COMMISSION

After your Commercial/Retail Account has been registered with AMSOIL INC., you will be eligible to earn a commission and commission credits on all AMSOIL products your account purchases under the terms established by AMSOIL INC.

Your retail commission, commercial commission and commission credits will be paid with the month's business in which AMSOIL INC. receives payment in full for your account's purchases.

Commercial: You will receive a 10% commercial commission on your commercial account's purchases. In addition, you will receive commission credits totalling 20% of the dollar amount of the product.* These will be accumulated with your personal group commission credits for payment according to the AMSOIL Multi-Level Sales Plan.

Retail: You will receive a 20% retail commission on your retail account's purchases, unless otherwise specified. In addition, you will receive commission credits totalling 20% of the dollar amount of the product.** These will be accumulated with your personal group commission credits for payment according to the AMSOIL Multi-Level Sales Plan.

Commission and commission credit percentages may vary on certain products and in circumstances where an AMSOIL Dealer or Retail / Commercial Account requires special assistance from AMSOIL INC.

* **Alaska and Canada** - 20% commission credits of the purchase amount as listed in the U.S. Commercial Price List.

****Alaska and Canada** - 20% commission credits of the purchase amount as listed in the U.S. Retail Price List.

SPONSORSHIP CREDIT

Qualified Commercial/Retail Accounts may be included as "New Sponsored Dealers" for the purpose of increasing commission percentages in the AMSOIL Multi-Level Commission Schedule or for various promotional programs conducted by AMSOIL INC. A qualified account is an account that places and pays for an order with \$100 product cost within 12 months of becoming an account. The account will be counted for qualification purposes in the month the order is paid.

COOPERATIVE ADVERTISING

In order to assist Retail Accounts in their advertising efforts, AMSOIL INC. offers a Co-op Advertising Plan (G-1071). This plan outlines requirements that must be met and the method of reimbursement used by AMSOIL INC.

Toll Free Ordering

All orders for AMSOIL products can be phoned in on the AMSOIL Toll Free Ordering Line 1-800-777-7094. This number can be used by callers in all 50 states and Canada. Hours are 7 a.m. to 5 p.m., Central Time, Monday through Friday.

AMSOIL DISTRIBUTION CENTERS

Location	Hours	Phone and FAX No.
Anchorage, AK	C	907-745-3542 FAX: 907-746-6265
Orlando, FL	A	407-296-4060 FAX: 407-296-8020
Chicago, IL	A	630-595-8385 FAX: 630-545-4601
Dallas, TX	A	817-640-9923 FAX: 817-633-5160
Edmonton, AB	A	780-453-5864 FAX: 780-454-5883
Lancaster, PA	A	717-396-0403 FAX: 717-896-0419
Las Vegas, NV	A	702-644-2060 FAX: 702-644-2228
Portland, OR	A	503-620-5213 FAX: 503-968-2878
Richmond, VA	A	804-222-0711 FAX: 804-236-8131
Superior, WI	B	715-392-7101 FAX: 715-392-5225
Ordering Hot Line: 1-800-777-7094		
Toronto, ON	A	905-564-7770 FAX: 905-564-0028
Wichita, KS	A	316-943-5858 FAX: 316-943-3842

Hours

A- Mon, Tues, Wed, Fri	9 a.m. - 1 p.m. and 2 p.m. - 5:30 p.m.
Thur	Noon - 4 p.m. and 5 p.m. - 8:30 p.m.
Sat, Sun	Closed
B- Mon, Tues, Wed, Fri	8 a.m. - 4:30 p.m.
Thur	8 a.m. - 8:30 p.m.
Sat, Sun	Closed
C- Tues through Sat	8 a.m. - 5:30 p.m.
Sun, Mon	Closed

Commercial & Retail Kits

There are certain forms that must be filled out when signing up a new retail or commercial account. The necessary paperwork can be found in two kits: Retail Kit (G-1001) and Commercial Kit (G-1007). Pricing for these kits can be found in the Literature and Sales Aids Price List (G-15).

Sales Aids

AMSOIL makes available a wide variety of literature items and sales aids. Please refer to the Literature and Promotional Items Catalog (G-1045) or the Literature and Sales Aids Price List (G-15) for more information.

Service Line Newsletter

You can keep your Commercial and Retail Accounts informed about important events and current product news each month by giving them a subscription to the AMSOIL Service Line newsletter. This is actually two separate newsletters (one commercial, one retail) tailored specifically toward each account's needs. Twelve issues per year, 2 pages per issue. Please refer to the G-15 or G-1045 for pricing or call the Sales Promotion Department.

COMMON SENSE IDEAS TO IMPROVE YOUR SALES

There are thousands of sales techniques in use today but most of them are based on a number of simple, common sense principles. Professional and part-time salespeople alike can effectively apply these principles to their sales situations.

Know Your Products

You can only sell something if you know what you are selling. The five primary sources of product information are

1. Firsthand knowledge from your personal use of AMSOIL products.
2. Regular AMSOIL publications such as your monthly ACTION NEWS magazine, Direct Line newsletter, and Service Line newsletter.
3. Your AMSOIL Literature Pack (G-1312), which includes product data bulletins, brochures, and technical training materials highlighting product benefits and performance features.
4. Training and sales meetings.
5. Video programs, magazine reprints, and other literature available from AMSOIL.

As a Servicing AMSOIL Dealer, you must provide assistance to your accounts whenever necessary. A strong working relationship can be built on the help you provide when it is needed.

AMSOIL INC., AMSOIL Bldg., Superior, WI 54880 • (715) 392-7101 • FAX: (715) 392-5225 • www.amsoil.com