



*The First in Synthetics®*

# Income Opportunities for AMSOIL Dealers

**Your Key to Financial Success With  
7 Profitable Programs**

Personal Retail Sales

Fund Raising  
Accounts

Retail-On-The-Shelf  
Accounts

Commercial  
Accounts

Internet Sales

Catalog Sales

Sponsoring New Dealers and  
Preferred Customers

**Tools to Build  
Your AMSOIL Business**

# Personal Retail Sales

## Earn profits through retail sales.

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

### EXAMPLE:\*

| Item                   | Sold At Suggested Retail | Dealer Cost     | Your Profit     |
|------------------------|--------------------------|-----------------|-----------------|
| [1] ASL-04 5W-30       | \$ 103.20                | \$ 79.20        | \$ 24.00        |
| [3] EaA-47 Air Filters | \$ 88.65                 | \$ 67.50        | \$ 21.15        |
| [6] EaO-15 Oil Filters | \$ 90.60                 | \$ 69.00        | \$ 21.60        |
|                        |                          | <u>\$215.70</u> | <u>\$ 66.75</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), visit the AMSOIL Online Store ([www.amsoil.com](http://www.amsoil.com)) or order from your nearest AMSOIL Distribution Center.

## 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.)

### EXAMPLE OF YOUR PURCHASES IN 1 MONTH:\*

| Item                                      | Sold At Suggested Retail | Dealer Cost | Retail Profit        | Commission Credits |
|---|--------------------------|-------------|----------------------|--------------------|
| [1] ASL-04 5W-30                          | \$ 103.20                | \$ 79.20    | \$ 24.00             | 59.40              |
| [3] EaA-47 Air Filters                    | \$ 88.65                 | \$ 67.50    | \$ 21.15             | 54.00              |
| [6] EaO-15 Oil Filters                    | \$ 90.60                 | \$ 69.00    | \$ 21.60             | 45.00              |
| [1] BMK-13 Dual Remote Oil Filtration Kit | \$201.00                 | \$152.50    | \$ 48.50             | 114.00             |
|   |                          |             | <u>\$115.25</u>      | <u>272.40</u>      |
|   |                          |             | \$ 5.45 (272.40 @2%) |                    |

**Total Monthly Profit \$120.70**

The total commission value for your purchases in one month is applied to this Commission Schedule.

| 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 2% of 272.40. Your commission check for the month would be **\$5.45**. This is in addition to the **\$115.25** in retail profit you can earn from selling these products. Overall, you would make **\$120.70** 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%.

\*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 (G-47 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 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 are all handled by AMSOIL INC.



## EXAMPLE OF YOUR PURCHASES AND RETAIL CATALOG ORDERS IN 1 MONTH:\*

| Catalog Orders                                   | Sold At Suggested Retail | Dealer Cost | Retail Profit      | Commission Credits |
|--|--------------------------|-------------|--------------------|--------------------|
| [1] Case TSO-01 0W-30                            | \$112.20                 | \$ 83.40    | \$ 28.80           | 63.00              |
| [1] Case ANT-04 Antifreeze                       | \$ 103.80                | \$ 76.80    | \$ 27.00           | 27.40              |
| [1] Case GWR-10 Synthetic Water Resistant Grease | \$ 53.00                 | \$ 38.00    | \$ 15.00           | 28.00              |
| [1] Bottle PFM-BC Metal Polish                   | \$ 5.50                  | \$ 4.10     | \$ 1.40            | 3.00               |
|  |                          |             | <b>\$ 72.20(A)</b> | <b>121.40(B)</b>   |

### Your Purchases (From Page 2)

|   |           |          |                    |                  |
|---|-----------|----------|--------------------|------------------|
| [1] ASL-04 5W-30                          | \$ 103.20 | \$ 79.20 | \$ 24.00           | 59.40            |
| [3] EaA-47 Air Filters                    | \$ 88.65  | \$ 67.50 | \$ 21.15           | 54.00            |
| [6] EaO-15 Oil Filters                    | \$ 90.60  | \$ 69.00 | \$ 21.60           | 45.00            |
| [1] BMK-13 Dual Remote Oil Filtration Kit | \$201.00  | \$152.50 | \$ 48.50           | 114.00           |
|   |           |          | <b>\$115.25(C)</b> | <b>272.40(D)</b> |

**Your Combined Retail Profit (A+C) \$187.45**

**Your Combined Personal Commission Credits (B+D) 393.80**

**Your Commission (5% of 393.80) \$ 19.69**

**Your Total Profit \$207.14**

| 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 (G-47 A & B) for details and guidelines on earning commissions and bonuses.

# 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 are all 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, RETAIL CATALOG AND INTERNET SALES IN 1 MONTH:\*

| Internet Orders           | Sold At Suggested Retail | Dealer Cost | Retail Profit      | Commission Credits |
|---------------------------|--------------------------|-------------|--------------------|--------------------|
| [4] Cases ATM-01 10W-30   | \$319.20                 | \$242.40    | \$ 76.80           | 182.40             |
| [1] Case FGR-04 Gear Lube | \$131.20                 | \$ 96.40    | \$ 34.80           | 73.40              |
| [4] EaO-30 Oil Filters    | \$ 65.80                 | \$ 50.00    | \$ 15.80           | 32.60              |
|                           |                          |             | <b>\$127.40(A)</b> | <b>288.40(B)</b>   |

#### Catalog Orders (From Page 3)

|  |           |          |                    |                  |
|--|-----------|----------|--------------------|------------------|
| [1] Case TSO-01 0W-30                            | \$112.20  | \$ 83.40 | \$ 28.80           | 63.00            |
| [1] Case ANT-04 Antifreeze                       | \$ 103.80 | \$ 76.80 | \$ 27.00           | 27.40            |
| [1] Case GWR-10 Synthetic Water Resistant Grease | \$ 53.00  | \$ 38.00 | \$ 15.00           | 28.00            |
| [1] Bottle PFM-BC Metal Polish                   | \$ 5.50   | \$ 4.10  | \$ 1.40            | 3.00             |
|  |           |          | <b>\$ 72.20(C)</b> | <b>121.40(D)</b> |

#### Your Purchases (From Page 2)

|   |           |          |                    |                  |
|---|-----------|----------|--------------------|------------------|
| [1] ASL-04 5W-30                          | \$ 103.20 | \$ 79.20 | \$ 24.00           | 59.40            |
| [3] EaA-47 Air Filters                    | \$ 88.65  | \$ 67.50 | \$ 21.15           | 54.00            |
| [6] EaO-15 Oil Filters                    | \$ 90.60  | \$ 69.00 | \$ 21.60           | 45.00            |
| [1] BMK-13 Dual Remote Oil Filtration Kit | \$201.00  | \$152.50 | \$ 48.50           | 114.00           |
|   |           |          | <b>\$115.25(E)</b> | <b>272.40(F)</b> |

**Your Combined Retail Profit (A+C+E) \$314.85**

**Your Combined Personal Commission Credits (B+D+F) 682.20**

**Your Commission (8% of 682.20) \$ 54.58**

**Your Total Profit \$369.43**

| 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 (G-47 A & B) for details and guidelines on earning commissions and bonuses.

# 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 do not earn commission. All commission credits earned by Preferred Customers are credited to the sponsoring Dealer.

### 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 682.20 commission credits as in the previous example:

|   | <b>Commission Credits</b> |
|---|---------------------------|
| 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 and Internet Sales | <u>682.20</u>             |
| <b>Total for your group</b>               | <b>2482.20</b>            |



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

| <b>COMMISSION SCHEDULE</b> |                        |
|----------------------------|------------------------|
| <b>Commission Credits</b>  | <b>Your Commission</b> |
| 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 \$421.97 (17% of 2482.20). 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 682.20 personal commission credits shown in the previous example, you receive a **\$376.97** commission instead of \$54.58, just by sponsoring new Dealers and Preferred Customers who generate commission credits. Your combined retail profits and commissions now total **\$691.82** instead of \$369.43.

**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% 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 (G-47B) 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 (G-47B) for complete details about the qualifications and requirements to earn extra commissions from your group and to earn Direct Jobber performance commissions.

# Fund Raising Accounts

**A great opportunity for both Dealers and organizations. Organizations earn retail profits and commissions through sales to members and supporters. Dealers receive a higher commission level.**

Signing up organizations for the AMSOIL Fund Raising Program allows organizations to sell AMSOIL products via the Internet and through AMSOIL catalogs. Organizations receive their own account number which members and supporters use to order products through the catalogs and over the Internet. The retail profits from the sales along with the commissions generated go directly to the Fund Raising Account. AMSOIL INC. handles all order taking, shipping, billing and returns.

As an AMSOIL Dealer working the Fund Raising Program, you are gaining access to many potential retail customers, personal group Dealers and Preferred Customers. In addition, as the sponsoring Dealer, your Fund Raising Account's monthly commissions are calculated into your commission level, increasing the level of commissions you receive.

## EXAMPLE:

If a motorcycle club has 10 members, and each purchases a single case of AMSOIL 10W-40 Synthetic Motorcycle Oil, the organization earns the following profits:

| Quantity | Product | Suggested Retail | Dealer Cost | Retail Profit | Commission Credits |
|----------|---------|------------------|-------------|---------------|--------------------|
| 10       | MCF-01  | \$996.00         | \$720.00    | \$276.00      | 540                |

As in sponsoring Dealers, the commission value of your Fund Raising Accounts' purchases is added to your commission credit totals increasing the percentage of your total commissions. In this example, the **540** commission credits are added to your **2482.20** from the previous example for a total of **3022.20** commission credits.

| FUND RAISING ACCOUNTS COMMISSION SCHEDULE |                 |
|---|-----------------|
| Commission Credits                        | Your Commission |
| 3000                                      | 23%             |
| 2500                                      | 20%             |
| 2000                                      | 17%             |
| 1500                                      | 14%             |
| 1000                                      | 11%             |
| 500                                       | 8%              |
| 300                                       | 5%              |
| 100                                       | 2%              |

For this example, AMSOIL would send out checks totalling **\$695.11** (23% of 3022.20). The total paid to your Dealers would still be \$45.00. The total commission paid to the Fund Raising Account would be \$43.20 (8% of 540 commission credits). The remaining **\$606.91** is yours to keep. That's an extra \$229.94 commissions credited by the additional commission credits your Fund Raising Account sales generated. Now your combined total for the month is **\$921.76**. The Fund Raising Account not only earned \$41.28 in commissions, but also receives the \$276.00 in retail profit.

For more information on the Fund Raising Program, see the G-1584 Fund Raising Brochure.

# Commercial Accounts

**Commercial accounts are a great opportunity for AMSOIL sales. Earn 10% cash commissions plus 20% commission credits.\***

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 quality lubricants and filters available in the AMSOIL product line. These accounts do not sell AMSOIL products, but choose to use them in their equipment and machinery.

When you register a commercial account, you earn a 10% cash commission on every purchase your account makes. In addition, you also receive 20% of their purchases as commission credits which are applied to the commission schedule and added to your commission totals as shown in the previous examples.

**EXAMPLE:**

| Your Account          | Amount of Their Purchase | Your Cash Commission (10%) | Your Commission Credits (20%) |
|-----------------------|--------------------------|----------------------------|-------------------------------|
| Farmer                | \$150.00                 | \$ 15.00                   | 30                            |
| Trucking Company      | \$590.00                 | \$ 59.00                   | 118                           |
| Construction Company  | \$390.00                 | \$ 39.00                   | 78                            |
| Manufacturing Company | \$400.00                 | \$ 40.00                   | 80                            |
| School Bus Line       | \$470.00                 | \$ 47.00                   | 94                            |
|                       | <b>TOTAL:</b>            | <b>\$200.00</b>            | <b>400</b>                    |

AMSOIL offers two competitive price structures – one for retail accounts (next page) and one for commercial accounts. When you initiate new retail, quick lube or commercial accounts, you become their “Servicing Dealer.” By calling on your accounts and keeping them supplied with products, you continue receiving commissions and commission credits on all of the purchases they make from you!

\*Percentage of commission and commission credits may vary outside the U.S.

# Retail On-The-Shelf Accounts

## More profits in retail markets. Earn 20% cash commissions plus 20% commission credits.\*

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 sign up a retail account, you earn a 20 percent cash commission on every purchase your account makes. In addition, you receive 20 percent of their purchases as commission credits which are applied to the commission schedule and added to your commission totals as shown in the previous examples.

### EXAMPLE:

| Your Account        | Amount of Their Purchase | Your Cash Commission (20%) | Your Commission Credits (20%) |
|---------------------|--------------------------|----------------------------|-------------------------------|
| Hardware Store      | \$200.00                 | \$ 40.00                   | 40                            |
| Auto Parts Store    | \$290.00                 | \$ 58.00                   | 58                            |
| Quick Lube Business | \$250.00                 | \$ 50.00                   | 50                            |
| Boat & Motor Dealer | \$185.00                 | \$ 37.00                   | 37                            |
| Small Engine Shop   | \$ 75.00                 | \$ 15.00                   | 15                            |
|                     | <b>TOTAL:</b>            | <b>\$200.00</b>            | <b>200</b>                    |

\*Percentage of commission and commission credits may vary outside the U.S.

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

