

AMSOIL Programs and Awards.

The overriding priority in our Marketing Plan is a business opportunity for AMSOIL Dealers. AMSOIL INC. provides programs and support mechanisms to help AMSOIL Dealers earn a residual income mainly through the sponsorship and training of other AMSOIL Dealers, as well as the utilization of the sales programs.

Certainly every program AMSOIL INC. offers to AMSOIL Dealers has a purpose. We feel it is important to define the purpose of each program so we don't lose sight that our Marketing Plan supports the fact that the best way to grow a stable business and income is to grow the number of personally sponsored and well trained AMSOIL Dealers in your downline. That is the core of AMSOIL.

Having acknowledged that sponsorship and training of AMSOIL Dealers is the ultimate goal of our Marketing Plan and that the overall success of AMSOIL INC. and AMSOIL Dealers is dependent upon it, let's review how the other sales programs support that philosophy:

1. AMSOIL Dealer Program

This is for anyone initially interested in their own home based-business, or that becomes interested in the business opportunity after experiencing the products through one of the other programs. It is your ultimate goal to get as many recruits/customers to this level as possible, and to train them on how to use the programs to build their own business.

2. Preferred Customer Program

This is the program for the customer purchasing over \$100 per year. They receive a kit with instructions for purchasing, and get the monthly Action News so they are automatically kept up to date on AMSOIL products. These customers typically are "self service" and will order what they need on their own, but they still require follow-up by the sponsor to answer questions and to keep them using the products. The program also exposes them to the business opportunity, and this group of customers will be the best source of potential AMSOIL Dealers.

3. Commercial Program

This program is to help Dealers sell to all kinds of businesses that want to use AMSOIL products in their equipment. It's for the AMSOIL Dealer that has decided to try their hand at a more "technical" sale. It can be as easy and simple as registering a flower shop owner with delivery vans, or as in depth as a sale to a small over the road trucking fleet would require. It is highly recommended that the Dealer receive training beyond the G-700 business manual before pursuing this market, taking the AMSOIL U or home study courses at a minimum. Working with an experienced Dealer is a great way to learn.

4. Personal Retail Sales Program

Some Dealers keep an inventory of products for their local retail customers, or simply place orders as necessary to service them. These are typically friends, family, acquaintances, neighbors, etc., that are in your locale. Many Dealers start with this program as a means of "cutting their teeth" in learning to sell AMSOIL products. One person can only handle so many personal retail customers, however.

5. Catalog Program

This is for the customer that wants access to AMSOIL products but doesn't want a Dealership or to sign up for anything, only to just buy and have it shipped to them. It's perfect for all of the customers you acquire that are not located close to you and/or are willing to self-service themselves. They may require assistance

placing orders, and personal visits or telephone follow up is recommended. Once they have become a customer that purchases \$100 or more per year, they should be encouraged to become a Preferred Customer simply for the cost savings, and to get them the monthly Action News.

6. ROTS Program – Stores / Quick Lubes

This program is for Dealers to make AMSOIL products available through local retail outlets and service centers for those customers that purchase small quantities of AMSOIL products, under \$100 per year, or that don't want to order direct, pay freight and have products delivered to their homes. This program makes AMSOIL products available to those customers that do not want to participate in one of our other programs, i.e.; Catalog, Preferred Customer, Dealer, or that want AMSOIL products installed for them. Accounts that carry AMSOIL products increase the AMSOIL brand name awareness, and provide the initial education of customers that may eventually move into one of our other programs for lower prices, access to the full line, the business opportunity, etc.

Recognition

1 Dealer sponsored 100 commission credits (cc's)
3 Dealers sponsored and 300 cc's
5 Dealers sponsored and 500 cc's
10 Dealers and 1000 cc's
15 Dealers and 1500 cc's
20 Dealers and 2000 cc's
25 Dealers and 2500 cc's

Direct Dealer is awarded to dealers that reach 3000 personal group commission credits in one month

Direct Jobber is awarded to dealers that reach the 3000 level for 3 consecutive months. This title is held for one year and must be qualified for again on the following year.

Account Direct is awarded to Dealers that reach a goal of 25 commercial/retail on the shelf accounts and 1000 monthly cc's. This award has no sponsoring requirement.

Direct Jobber Levels of Achievement:

Premier
Executive
Master
Regency
Regency Silver
Regency Gold
Regency Platinum
* through ***** Regency Platinum

Each Direct Jobber levels are approximately a 50 percent increase in business. All Direct Jobber awards must be qualified for 3 months in a row.