



The First in Synthetics®

Dealer/Direct Jobber Awards and Incentives

Above and Beyond the Marketing Plan

Fact: AMSOIL means opportunity, and the opportunities present in an AMSOIL Dealership are not limited to those detailed in the marketing plan. The AMSOIL marketing plan provides plenty of opportunity for success and financial rewards, but the complete AMSOIL package offers a great deal more. Recognizing the need to



communicate to Dealers their importance to the company, AMSOIL continues to design new, innovative programs intended to provide further incentives to Dealers.

The success of the company is completely dependent on you, the Dealer. Recognition of successful Dealers above and beyond the marketing plan has

always been a big part of the business, and it will always factor into the benefits of your Dealership. New levels of recognition, monetary contests and achievement awards are incentive programs that have given successful Dealers more to look forward to in their businesses than just their monthly commission checks.

As if there's not enough incentive in the profits you can realize from retail sales and your monthly commission checks from AMSOIL, these added programs can seriously give you something to work toward... and something to profit from. With more than 34 years of helping Dealers realize their dreams and goals through incentives like these, AMSOIL has demonstrated undeniable integrity and concern for the success of its hard-working Dealers.

Dealer Award Program

Appreciation Letter

- 1 Dealer sponsored**
- 100 monthly commission credits**

Your first accomplishment as an AMSOIL Dealer will be acknowledged by AMSOIL INC. in the form of a letter. The letter expresses appreciation of your accomplishment of the first steps: sponsoring a Dealer and accumulating 100 commission credits.



Certificate

- 3 Dealers sponsored**
- 300 monthly commission credits**

With three Dealers sponsored and 300 commission credits, you've proven that you have what it takes not only to sponsor and sell, but to do it repetitively and consistently as well. The certificate is a reminder to you that you can be a successful Dealer.



Key Chain

- 5 Dealers directly sponsored**
- 500 monthly commission credits**

This handsome key chain with the AMSOIL logo serves as a reminder to you that you are going places with your AMSOIL business. You've demonstrated, through sponsoring 5 Dealers and generating 500 commission credits, that you are beginning to build a serious business. You've set down the first building blocks of a successful business.



Achievement Pins

AMSOIL is a dynamic company that offers the privilege of both selling and sponsoring. Each function is important to the success of your Dealership, and AMSOIL recognizes accomplishments in both areas. Reaching the level of one thousand commission credits and sponsoring 10 Dealers is a big step in the right direction. You've graduated your Dealership from a hobby to a business, and you're ready to share your accomplishment with the world. The AMSOIL achievement pins let the public know who you are and what company you represent. It's an attractive announcement to the world that you mean business.

1000 Level Pin



10 Dealers directly sponsored

1000 monthly commission credits

The regular activity in which you're engaging is paying off with a regular income. Your 1000 level pin lets people know that you're an accomplished Dealer, actively engaged in a promising business.

1500 Level Pin



15 Dealers directly sponsored

1500 monthly commission credits

The pin you receive at the level of 15 total Dealers sponsored and 1500 commission credits in a month expresses a serious intention to work your business. You've made serious accomplishments, you're taking your Dealership seriously, and you will make serious money.

2000 Level Pin



20 Dealers directly sponsored

**2000 monthly
commission credits**

This is a level at which it is time to be goal-oriented toward becoming a Direct Jobber. The 2000 level pin is a symbol of determination and future success.

2500 Level Pin

25 Dealers directly sponsored
2500 monthly
commission credits

The 2500 level pin expresses consistent growth in the final stages toward becoming a Direct Jobber. This high level of achievement is the final statement of your determination to reach the level of Direct Jobber.



Direct Dealer Pin

3000 monthly
commission credits

In one month, you have established the same volume of sales that is required to become a Direct Jobber. The Direct Dealer pin signifies that you are an up-and-coming leader in the business, with the potential for solid, consistent sales.



Direct Jobber Pin

3000 monthly commission
credits for three
consecutive months

Your level of performance exceeds that of most Dealers, and you are ready for a new level of responsibility. The Direct Jobber pin announces your new status to your customers and peers.



Account Direct and Direct Dealer

Account Direct: 25 Commercial and/or Retail On-the-Shelf Accounts

1000 Commission Credits

Direct Dealer: 3000 Commission Credits



When you've made it to the status of Account Direct and Direct Dealer, you know you've worked hard and founded a solid business. AMSOIL knows this too, and acknowledges your work. Account Directs receive a 7-inch by 9-inch plaque, crafted of the finest black walnut and adorned with a screened brass plate stating your accomplishment. And for Direct Dealers: the same plaque with an engraved brass lacquered plate with your name and title.

Direct Jobber

A whole new level of achievement

The level of Direct Jobber is a part of the marketing plan that enables successful Dealers to gain more from the personal group and business that they've established. But there are recognition programs that go beyond the marketing plan to honor the successful Direct Jobber—programs that provide additional incentives, both monetary and personal, to reach even greater heights of enthusiasm and achievement.



Direct Jobber Award

A 9 inch by 12 inch walnut plaque with an etched plate signifies the same high standard of quality and excellence exhibited by a Dealer of this caliber. In keeping with the great accomplishment of Direct Jobber status, the personalized brass plate bears the signature of A.J. Amatuzio.

The Golden Key Program

Free-wheeling your way to success



The Golden Key Program is designed especially to express appreciation to the truly exceptional Dealer. Through this program,AMSOIL offers the most appropriate award for a successful business built on opportunity and automotive products: an allowance program for your vehicle. Your Golden Key vehicle will be a symbol of pride and a reminder of your accomplishments as an AMSOIL Dealer.

As an incentive qualified Premiere Direct Jobber and higher levels, you can earn money toward your vehicle payments. Depending upon your status, you can earn 7 percent to 13 percent on your new Dealers' new business for the first year they are in business.

In other words, training and motivating your new Dealers to sell increases the amount of money you receive each month that can be applied to paying for your vehicle. The more productive you and your new Dealers are, the more you earn for your vehicle. This is in addition to the money you make through the marketing plan from personal group sales, so it's every bit as good as extra cash.

The Growth Bonus Program

for incentive qualified Direct Jobbers

After achieving the level of Direct Jobber, you are entitled to considerable compensation based on the sales of your personal group, enough to maintain a good income. But you can earn more than just a good income if you and your personal group continue to demonstrate considerable growth. AMSOIL recognizes the need for growth in a business and offers incentive qualified Direct Jobbers extra monetary incentives for increased volume based on previous year's sales of their personal group. Direct Jobbers can earn up to 10 percent of the volume exceeding a certain percentage of their personal group sales in the previous year. The program keeps you striving for further growth, encouraging you to pursue further excellence through sponsoring and training. In addition, 3 percent and 2 percent bonuses are paid on the growth of first and second level Direct Jobbers.

Direct Jobber Levels

AMSOIL recognizes higher levels of achievement after you become a Direct Jobber. In fact, you enter a whole new stratum of levels which you can aspire to achieve. Each new level of Direct Jobbership (Premiere Direct, Executive Direct, Master Direct, Regency Direct, Regency Silver Direct, Regency Gold Direct and Regency Platinum Direct) launches you into graduated compensation packages according to the marketing plan as well as warrants a heightened level of encouragement and recognition from AMSOIL. There are, in fact, appropriate awards given by AMSOIL for each new level.

AMSOIL Lapel Pin

The first four levels are awarded with an exquisite lapel pin, designed exclusively for AMSOIL with the AMSOIL logo and a white-gold bed for the diamonds that will adorn the pin, one diamond for each consecutive level.



Premiere Direct

Upon reaching this primary level, Direct Jobbers receive the lapel pin decorated with one diamond to represent their initial accomplishments at the Direct Jobber level. It's a precious reminder that there are treasures to be gained.

Executive Direct

After reaching this second level, AMSOIL will set a second diamond in the Executive Direct's pin, acknowledging that they are definitely accomplished performers even at this lofty level.

Master Direct

Three diamonds are given to Master Directs, who have shown they have what it takes to carry their success to even greater heights. Master Direct is a coveted status, not easily gained and deserving of the great merit acknowledged by AMSOIL with three precious stones.

Regency Direct

The AMSOIL pin is complete with the fourth diamond you earn upon reaching Regency Direct status. It indicates a level of maturity in business that is a true accomplishment, even to your Direct Jobber peers.

The AMSOIL Ring

The Regency series of recognition levels—Silver, Gold and Platinum—are reserved for Direct Jobbers whose accomplishments far exceed the expectations of their peers. Regency Silver, Gold and Platinum Directs have taken their businesses to the highest levels, and the compensation they receive from the marketing plan reflects their excellence. Beyond this, however, AMSOIL honors their importance to the company with a symbol of the finest quality: a specially crafted AMSOIL ring. The delicate design is available in sizes for both men and women and like the lapel pin, the rings are set with diamonds, one for each of the uppermost levels of recognition.



Regency Silver

Regency Silver Directs receive the ring set with one fine diamond to represent their graduation to the initial status of Regency Silver Direct. It sets them apart from other Direct Jobbers as people who seek the ultimate standards of excellence.

Regency Gold

You've struck gold, pulling yourself ahead among even the top Dealers in the company. Regency Gold Directs receive a second diamond for the ring, something that lets others know they are truly on their way to the top.

Regency Platinum

Virtually peerless. The few who reach this level and wear a three-diamond ring have mastered their businesses beyond all others. Their performance and achievement are to be recognized and emulated by all aspiring Dealers. AMSOIL reveres these Dealers as the cornerstone of the company, and the precious ring represents the extent to which AMSOIL values them.

The AMSOIL Watches

The Star Regency Platinum AMSOIL watch is reserved for those who have entered the truly elite level of their business. These fine gold Swiss Movado watches feature inlaid diamonds for each star you receive at the Regency Platinum level.

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A Vision of Excellence

AMSOIL is a company that seeks people with vision. The future you can have with AMSOIL is the future you can envision. Can you see yourself rising above the rest to excel in your business? It's entirely possible to the wise, to the enthusiastic, to the visionary.

You have to see yourself setting objectives and committing yourself to them. Objective one: Obtain the knowledge necessary to succeed in your AMSOIL business. Objective two: Obtain the skills required to put that knowledge to use. Objective three: Do it! The first two objectives are passive, presumably covered mostly by the training manuals in this packet. The last objective is entirely up to you. You must see yourself doing it and dedicate yourself to what you can envision.

With all the opportunity, all the rewards available to an AMSOIL Dealer, one could incorrectly assume that it's designed to work automatically. On the contrary, it requires a lot of skill, a lot of learning and a lot of discipline. You have to discipline yourself to take the necessary steps toward reaching your objectives. Once you've committed to an objective, follow through with it as you envisioned yourself doing. There will be hard knocks, there will be disappointment; but resilience is the key to success, and it's a common characteristic of those Dealers who know that with determination, integrity and honesty, one does succeed eventually. If you can picture yourself as one of these Dealers, picture yourself at the awards table, for that is where you will be.

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

