How to Sell AMSOIL Products

T-1 CERTIFICATION SERIES
BOOK 4
Preparing for a Sales Presentation

Know the Product

AMSOIL INC. markets automotive and industrial products, including lubricants, filters, fuel additives, coolant, engine cleaners, interior cleaners and exterior cleaners. Over time, become familiar with all AMSOIL products. Start with becoming well-informed on a small selection of products. For example, those required for converting a car’s engine to AMSOIL synthetic motor oil.

Of course, the best way to learn about AMSOIL products is to use them. People will be interested in hearing about your experiences with AMSOIL products. More importantly, your use of the products shows your endorsement of them, and your endorsement counts significantly in gaining others’ confidence.

Know the Prospects

Many of your first sales prospects may be family members, friends and coworkers. Many may know relatively little about lubricants, filters and the other types of products you sell as an AMSOIL Dealer. Part of your sales effort may involve educating them about the special needs of the engine or drivetrain of their vehicles, about the function of lubricants, filters, fuel additives or other products and about the special benefits they will gain by using AMSOIL products.

As you gain experience, you may make sales presentations to buyers or maintenance managers of businesses, such as auto parts stores or trucking fleets, that purchase lubricants and related products. They are more knowledgeable about lubricants and related products and have a more sophisticated and rigorous purchasing process than does the average motorist.

Making the Presentation

Set an appointment — Call to make an appointment at the prospect’s convenience. Keep the presentation to the time limit you specify when you call for the appointment; 10 to 15 minutes is good. Arrive for the appointment a bit early.
Service — Your job is to determine the prospect’s needs and tailor your product recommendation accordingly. Be prepared to answer questions. If you can’t answer certain questions, tell prospects you will find the answers and phone them the next day (or sooner). Follow up as promised. Contact AMSOIL Technical Services, (715) 399-TECH, for help with recommendations.

Start small — You may also start your sales relationship with an “introductory” product or two, such as AMSOIL Metal Protector or AMSOIL P.i. Performance Improver. After a few small sales, you’ll be in a better position to win the larger ones, such as the conversion of vehicles to AMSOIL synthetic motor oils.

Make claims supported by AMSOIL literature — You may use any statement from AMSOIL brochures or AMSOIL periodicals, such as AMSOIL Magazine, to support the sales presentation. Do not use product claims you do not read in AMSOIL literature.

Leave literature — Select one or two pieces of literature to leave with the client. Literature helps reinforce your message. Also leave your AMSOIL business card.

Make plans — Let people know what to expect from you. Your sales followup may include making an appointment for a visit, a phone call or a letter when you expect the customer may need more product. If a prospect didn’t buy, your followup may include making an appointment for another sales call. Mark your calendar!

Your job is finding the intersection of your prospect’s needs and your products.

After the Presentation

Be available — Make sure you, or others competent to run your AMSOIL business, are available during your AMSOIL business hours and follow up on the commitments you made during your sales call.

Follow Up — Remember, you and the prospect are building a relationship based on trust. Prospects must trust you before they can trust your product. Meeting prospects more than once gives them several opportunities to get to know – and trust – you.
What are Features and Benefits?

Features and benefits are an important part of an AMSOIL sales presentation.

**Feature:** A product characteristic.

**Benefit:** A useful function that comes from a feature.

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<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
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<tr>
<td>• Low pour point</td>
<td>• Easy cold-temperature starting</td>
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<tr>
<td>• Low coefficient of friction</td>
<td>• Excellent fuel mileage</td>
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<tr>
<td>• Oxidation resistance</td>
<td>• Clean engine</td>
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Obviously, the benefits are easier to understand than the features. That’s why successful salespeople talk almost exclusively about product benefits – and develop a keen understanding of product features so they may explain the ‘whys’ behind the benefits when asked.

The following are AMSOIL Benefits

AMSOIL products are designed to help vehicles and equipment.

• last longer
• need fewer repairs
• perform better – more responsive, more power
• get better fuel economy (more miles to the gallon)
• emit cleaner exhaust

Finally, AMSOIL synthetic lubricants last longer than other lubricants, which reduces lubricant costs and the amount of used oil sent through the disposal system.

As you use AMSOIL products, you may soon notice that your vehicles and equipment perform more powerfully and use fuel more efficiently than before. Over time, you may also notice that your vehicles and equipment spend less time in the repair shop, costing less for maintenance. The product features that help keep the car out of the repair shop also help it last longer.

You may notice, too, that your vehicle or equipment runs cleaner, which reduces the air pollution associated with vehicles and equipment. When you use AMSOIL Signature Series Synthetic Motor Oil for the recommended 25,000-mile/one-year drain interval, you produce less used oil destined for disposal than you did with your previous, standard drain oil. Used oil, even when recycled, affects the environment. (See the *Environmental Products Brochure*, G1059.)
Keep one point in mind about features and benefits: Prospects are only sold on the benefits that interest them. Focus on the benefits that meet the needs the prospect expresses (see “Making the Presentation” on page 2).

**Lubricants: An Introduction**

Engines, transmissions and other components contain hundreds of moving parts. Though the metal surfaces of these parts look very smooth, they are actually filled with microscopic peaks and valleys. When a peak on one surface touches its mating surface, it causes damage. The damage may be abrasive, like scratching, or adhesive, in which a portion of one surface sticks to its mating surface, leaving a pit in the original and a lump on the second.

When the damage caused by contact is severe, it causes failure, which is usually a sudden event. When it is mild, it causes wear, a long-term event. Wear cannot be eliminated altogether, but it can be slowed through proper lubrication. Failure prevention and wear reduction are the primary functions of lubrication.

**Wear reduction** — Lubricants inhibit friction and wear by providing a film that physically separates surfaces so that when they move, their peaks knife through the lubricant rather than touch their mating surface. The lubricant’s viscosity, technically its resistance to flow, and often thought of as its ‘thickness,’ provides the lubricant’s ability to separate surfaces. Viscosity is the single most important characteristic of a lubricant.

**Cooling** — Most lubricants also cool the components they serve. For example, the crankshaft, main and connecting rod bearings, camshaft, camshaft bearings, timing gears, pistons and lower engine components depend on motor oil for cooling. Lubricants pick up heat from components and carry it to an area, such as the engine’s crankcase, where the heat transfers to the surrounding air.

**Other** — Lubricants also seal, clean and perform other functions.
Conventional vs. Synthetic Lubricants

Conventional lubricants are refined from crude oil. Refining is the process of physically separating light oil fractions from heavy oil fractions. Crude oil is a natural substance and contains millions of different kinds of molecules. Many are similar in weight but dissimilar in structure. Because refining separates products by weight, it groups molecules of similar weight and dissimilar structure, so refined lubricants contain a wide assortment of molecules.

However, not all of those molecules are beneficial to the lubrication process. Some of the molecules found in refined lubricants are detrimental to the lubricated system or to the lubricant itself. For example, paraffin, a common refined lubricant component, causes refined lubricants to thicken and flow poorly in cold temperatures. Some refined lubricant molecules also may contain sulfur, nitrogen and oxygen, which act as contaminants and invite the formation of sludge and other by-products of lubricant breakdown.

Synthetic lubricants are not refined. They are chemically engineered from pure chemicals.

**Pure** — Because they are derived from pure chemicals, synthetic lubricants contain no contaminants or molecules that “don’t pull their own weight.”

**Uniform** — Because synthetics contain only smooth lubricating molecules, they slip easily across one another. On the other hand, the mix of jagged, irregular and odd-shaped molecules of refined lubricants don’t slip quite so easily. The ease with which lubricant molecules slip over one another affects the lube’s ability to reduce friction, which in turn affects wear control, heat control and fuel efficiency.

Molecular uniformity also helps synthetics resist thinning in heat and thickening in cold, which helps them protect better over a system’s operating temperature range and helps synthetic lubes provide better seals than conventional lubes.

**Designable** — Synthetic lubricants may be made to fulfill virtually every lubricating need.
Does Conventional Oil Offer Any Advantage?

Petroleum oils have met our lubrication needs for more than a hundred years. They provide adequate lubrication and protection in many applications and they usually cost less to purchase than synthetics.

However, because synthetic lubricants may be used for longer drain intervals than conventional lubes, and components lubricated with synthetics tend to require fewer repairs than those lubricated with conventional lubes, people who use synthetics often end up spending less on lubrication and vehicle maintenance than those who use conventional lubricants. The savings to industrial and commercial users are well-documented by AMSOIL and others.

A Note About AMSOIL

**Research and development** — As the first company to develop and market a synthetic motor oil to pass an American Petroleum Institute performance rating, AMSOIL has a long and proud history of synthetic lubricant development. The company’s dedication to synthetic lubricant research and development is unparalleled.

**Raw materials** — AMSOIL selects materials based on performance, not price. The materials in AMSOIL synthetic lubricants are of the highest quality available.

**Manufacturing quality control** — AMSOIL quarantines and tests raw materials before accepting them for use in manufacturing to ensure they are contaminant-free and their quality is as high as it should be. AMSOIL also tests finished products to ensure they meet the company’s strict performance standards. If they do, they are packaged and prepared for distribution.

AMSOIL has earned a reputation in the lubricants industry for manufacturing to more rigorous standards than other lubricants manufacturers, which means AMSOIL products are highly consistent and extremely high quality.

Because they are derived from pure chemicals, synthetic lubricants contain no contaminants or molecules that “don’t pull their own weight.”
**Finished-product quality** — AMSOIL synthetic lubricants are top-quality products sold with the *AMSOIL Limited Warranty* (G1363) that reads in part:

AMSOIL INC. of Superior, Wisconsin hereby warrants to the Consumer that, at the time of sale, its lubricants are free of defective materials, design and workmanship and are fit for use according to the written recommendations of AMSOIL and in applications for which one or more of the specifications set forth in the product data bulletins and product labels are specified.

The AMSOIL warranty stands as proof of AMSOIL product quality.

**Filters: An Introduction**

The fluids that enter an engine often contain wear-promoting contaminants, including abrasive particles and water. Filters inhibit the circulation of contaminants, which significantly enhances engine life.

Their superior filtration efficiency and extended service life make AMSOIL Ea® Oil Filters a perfect complement to AMSOIL synthetic motor oils. Synthetic lubricants and high-tech filters are, respectively, the best-selling product lines. They are ideally suited for companion-selling, which will build your business fast.

Companion-selling is simply a matter of telling customers about all the products you represent that help them achieve their goals. For example, if prospects come to you because they have heard that synthetic motor oil helps engines last longer you would companion-sell oil filters by pointing out the ways the filters work with the oil to enhance engine life. Companion-selling is really an element of good customer service. By offering customers a more complete understanding of their particular area of interest, and information about all applicable products, you are helping them make the best purchasing decision they can.

AMSOIL Ea Oil Filters provide maximum filtration performance for AMSOIL customers and increased sales opportunities for AMSOIL Dealers.
AMSOIL Ea Oil Filters are made with premium-grade full-synthetic media. Ea Oil Filters have an efficiency rating of 98.7 percent at 20 microns, in accordance with industry standard ISO 4548-12, while competitive filters demonstrate efficiencies as low as 51 percent. Ea Oil Filters trap smaller particles and hold more contaminants than conventional cellulose media filters, resulting in lower restriction. In cold-temperature warm-up periods, an Ea Oil Filter allows the oil to more easily flow through the filter than a typical cellulose filter. Lower restriction can decrease engine wear.

Ea Oil Filters also have a far greater capacity than competing filter lines. Used in conjunction with AMSOIL synthetic motor oils, Ea Filters designated with product code Ea15K are recommended for 15,000 miles/one year, whichever comes first, in normal or severe service. Ea Filters designated with product code EaO are recommended for 25,000 miles/one year, whichever comes first, in normal service or 15,000 miles/one year, whichever comes first, in severe service.

AMSOIL also sells Donaldson, WIX and MANN air filtration products to offer a wider variety of products for nearly every filtration application from heavy-duty off-road, to racing, transmissions and much more.

Specific information for the full line of AMSOIL filtration products is available in the AMSOIL Dealer Zone at https://myaccount.amsoil.com.
Sales Opportunities

It’s a good sign when prospects ask questions about AMSOIL products — it means they’ve been listening to the message and they’re interested in what they’ve heard. In fact, questions are often the first sign that a sale may be pending.

Of course, it’s essential to answer questions correctly. Not only with the correct information, but also with the proper attitude. Accept questions with a smile and a friendly acknowledgement such as, “I’m glad you asked that.” Think of questions as part of the bond in your relationship with the prospect, a relationship that encourages him or her to buy from you repeatedly.

With lubricants, you get what you pay for. Low-cost oils are formulated with low-cost, low-quality materials and marketed specifically on their low price. The problem with most low-cost, low-quality lubricants is that they can’t maintain their original performance very long once they are exposed to the harsh environment of the engine or other lubricated systems. They break down, lose their ability to protect, and actually contribute to component degradation by producing sludge, acids and other performance-robbing substances.

AMSOIL synthetic lubricants are performance-formulated, not cost-formulated. In fact, AMSOIL synthetic lubricants often contain materials that other oil manufacturers don’t include in their formulations simply because of cost considerations. But the AMSOIL emphasis on quality results in products designed to last longer and increase performance in vehicles and other equipment.

In fact, AMSOIL users who extend their lubricant drain intervals actually save money over what they’d spend on conventional lubricants changed at conventional drain intervals.
Know the Facts
AMSOIL Motor Oil Saves You Money

Show your customers how AMSOIL extended drain intervals mean fewer oil changes, long-term savings and convenience.

Example:
Conventional motor oil is traditionally recommended for 3,000-mile drain intervals

Conventional 5W-30 Motor Oil (40 quarts needed for 25,000 miles)*
@ 4.56/qt. x 40 = $182.40

8 Standard Oil Filters @ 5.89 per filter x 8 = $47.12
TOTAL $229.52

AMSOIL recommends 25,000-mile/one-year drain intervals
AMSOIL Signature Series 5W-30 Synthetic Motor Oil
(5 quarts needed for 25,000 miles)*
@ 10.15/qt. x 5 = $50.75

1 AMSOIL EaO Filter $18.30
TOTAL $69.05

*Comparison based on 25,000 miles driven per year and 5-quart oil capacity.

You save $160.47 per year using AMSOIL Signature Series Synthetic Motor Oil and an Ea Oil Filter.

Even if you drive only 12,000 miles per year, the cost for AMSOIL is less than you pay for petroleum oil. All of these benefits add up to an engine that potentially will last longer and need fewer repairs. Change your oil and filter today and in 12 months change the oil and filter again. That’s it! What could be more convenient and good for your vehicle, too? In addition, $10.15 per quart of AMSOIL Signature Series 5W-30 Synthetic Motor Oil is the suggested retail price. AMSOIL Dealers and Preferred Customers pay only $7.85 per quart.

Warranty Secure™

AMSOIL synthetic lubricants are Warranty Secure. You can be confident that using AMSOIL synthetic lubricants or practicing extended drain intervals does not void your new vehicle or equipment manufacturer’s warranty. AMSOIL products are also backed by the AMSOIL Limited Warranty (G1363). For more information, visit amsoil.com/warranty.

AMSOIL products are designed to exceed the performance levels specified by industry standards. Industry standards are set through the mutual agreement of automakers or other equipment manufacturers, part or fluid manufacturers and other interested parties. Equipment owner’s manuals recommend the use of replacement parts and fluids that meet minimum industry standards. Any part or fluid meeting
specified standards may be used in equipment during its warranty period, and, of course, after the warranty period is over.

Sometimes looking at an owner’s manual with prospective customers and matching the specifications in the manual to those on the AMSOIL product packaging helps prospects understand that warranty is not an issue.

**Drain Intervals**

AMSOIL coined the phrase “extended drain interval” with its first oil in 1972. AMSOIL extended-drain synthetic motor oils have been formulated for extended drain intervals from the beginning.

Although the technology for fully synthetic, extended-drain oils has been available for many years, other oil manufacturers have been slow to formulate extended-drain oils and vehicle manufacturers have been slow to recommend extended drain intervals.

However, under pressure from customer demands for reduced maintenance and convenience, as well as environmental benefits that come with less oil handling, most vehicle manufacturers now advocate longer oil drain intervals. General Motors, for one, installs an oil life monitoring system in most of its vehicles that prescribes oil changes at intervals of 8,500 miles and longer. Owner’s manuals in recent-model vehicles recommend oil change intervals of 5,000 to 10,000 miles.

Also in recent years, ExxonMobil has begun to market an extended-drain oil that promises performance for up to 15,000 miles. The European automotive and lubricant industries long have recommended extended oil drain intervals, with the minimum being about 10,000 miles for vehicles in Europe.

Despite growing evidence that even conventional motor oils perform past 3,000 miles, and that synthetic motor oils have an even greater service life, many oil companies still recommend the 3,000-mile oil change as a way to protect their bottom line.

AMSOIL always has formulated its synthetic motor oils to the highest possible standards and recommends the longest drain intervals because nearly 40 years of experience has shown AMSOIL extended-drain synthetic
motor oils are effective for extended drain intervals in normal service.

AMSOIL XL Synthetic Motor Oil may be used for up to 10,000-mile/six-month (whichever comes first) drain intervals in normal service, or longer when recommended in owners’ manuals or indicated by electronic oil life monitoring systems. AMSOIL OE Synthetic Motor Oil may be used for the drain interval given in vehicle owners’ manuals. Many AMSOIL users find the extended-service capabilities of AMSOIL products very attractive and have used AMSOIL products accordingly for many years. Their vehicles and equipment run great and last a long time. In fact, the AMSOIL archives contain records of passenger car engines with extremely high mileage – up to 930,599 miles – in which AMSOIL products and extended service intervals were the rule.

As previously stated, AMSOIL synthetic lubricants are Warranty Secure™. Practicing extended service intervals using AMSOIL synthetic lubricants does not void warranties. A warranty remains in force for a period designated by time or mileage, period. If a warranty claim is made during that period, a member of the dealership service staff or a representative of the manufacturer will examine the affected part and make a determination as to the cause of malfunction or failure. If the malfunction or failure cannot be directly attributed to the practice of extended oil drain intervals, then the practice of extending drain intervals cannot be found responsible for the warranty claim and has no bearing on the claim. To date, the use of AMSOIL products in extended service use as recommended by AMSOIL has not been an issue.

The point is, AMSOIL products are made to last and the quality engineering that goes into these products proves beneficial whether they are used for conventional or extended drain intervals. All you need to do is educate customers about the safety of extended drain intervals with AMSOIL products. Let them make up their own minds about using extended or conventional drain intervals and respect their choice.
Component Compatibility

AMSOIL products are completely compatible with all components with which they may have contact. Industry specs provide for component compatibility; products, such as AMSOIL products, that meet industry specs automatically meet component compatibility specs.

In fact, AMSOIL products have a beneficial effect on some components. For example, AMSOIL motor oils are fully compatible with modern seal materials and are properly formulated to condition seals, keeping them pliable to prevent leakage.

For customers installing AMSOIL synthetic motor oil in their high-mileage car for the first time, however, you should strongly recommend they use AMSOIL Engine and Transmission Flush before installing the oil. AMSOIL synthetic lubricants can clean deposits left by other oils. Sometimes varnish deposits provide the only “seal” in cracked sealing materials. Once the varnish is gone, the oil seeps through the crack.

Cleaning the engine with AMSOIL Engine and Transmission Flush removes varnish and sludge, helping keep oil consumption rates about normal. However, Engine and Transmission Flush cannot repair already damaged seals, so in rare instances seal replacements may be necessary.

It’s still a good idea for high-mileage vehicle owners to check their oil level frequently after installing AMSOIL motor oil. If the level seems to drop faster than normal, they should change their oil filter and keep changing it until the level remains stable. The falling oil level simply indicates the oil is cleaning traces of sludge and varnish. Dirty oil bypasses piston rings more easily than clean oil and once past the piston rings it is consumed in the combustion process, which causes the oil level to fall. Once the engine is clean, the oil level will stabilize.

Compatibility With Other Lubricants

AMSOIL synthetic lubricants are fully compatible with conventional lubricants and other synthetic lubricants used in automotive systems. Motorists may discontinue use of their present lubricant and install AMSOIL motor oil immediately. Motorists may also top off their AMSOIL motor oil with another brand or top off their present brand with AMSOIL motor oil with full confidence.
Mixing AMSOIL motor oil with other oils, however, will shorten the oil’s life expectancy and reduce the performance benefits. AMSOIL does not support extended drain intervals where oils have been mixed.

Lubricant compatibility only becomes an issue in certain uncommon industrial applications. When in doubt, check equipment manuals for lubricant compatibility advice.

**Remember Prospects’ Needs**

Answer questions in a way that shows how AMSOIL products will satisfy a prospect’s needs better than other products. For example, if the prospect is concerned about the cost of maintaining a car and asks about the seemingly high price of AMSOIL products, show examples of how extending service intervals actually saves money over using products that cost less to purchase but require shorter drain intervals (see page 11).

In the rare instance that AMSOIL products won’t satisfy prospects’ needs better than other products would, say so. For example, those who own low-value cars that consume oil may be better served by low-cost oils. You’ll enhance your reputation by helping customers get the most value for their dollar rather than making a sale that isn’t really right for them.

**Questions About AMSOIL Synthetic Motor Oils**

**Why should I switch to AMSOIL motor oil?**

AMSOIL motor oil can provide better equipment performance and longer equipment life compared to conventional oils.

Potential performance advantages include:
- Dependable cold-weather starting
- Reduced likelihood of engine overheating
- Better gas mileage
- More power, better throttle response
- Cleaner exhaust
- Longer intervals between oil drains

Potential longevity advantages include:
- A cleaner engine
- Less engine wear
Why does AMSOIL motor oil cost more than conventional motor oil?

Top-quality products usually cost more than lesser-quality products. But you get what you pay for. With AMSOIL motor oil, you get state-of-the-art research and development and some of the best materials blended under a strict quality-control regime. Every attention is given to producing the finest motor oil in the world. Sure, AMSOIL motor oil costs more up front, but in the long run, it can pay for itself through better gas mileage, fewer repairs and longer engine life — and fewer oil changes if you choose to extend your oil drain intervals.

How long has AMSOIL been around?

AMSOIL was founded in 1972 with the introduction of the first 100 percent synthetic motor oil to gain an American Petroleum Institute performance rating and has led the industry ever since in the development of synthetic lubricants.

Many conventional oil companies just started offering synthetic and synthetic-blend oils within the past two decades and did so to cash in on a lucrative market. They simply don’t have the years of experience and commitment to the development of synthetic lubricant technology as AMSOIL.

How do I change to AMSOIL motor oil?

Exactly the same way you’d change your oil if you continued to use the same brand: drain out the old and add the new.

If you’re switching a high-mileage vehicle to AMSOIL motor oil, you may wish to clean the engine with AMSOIL Engine and Transmission Flush before installing the new oil.

When can I put AMSOIL motor oil in my new car engine?

You can use AMSOIL motor oil right from the start. No need to wait for rings to seat or parts to wear in. They’ll do that on their own. You should change AMSOIL motor oil at the automaker’s recommended drain intervals during the break-in period so the metal particles generated by engine break-in don’t cause excessive engine wear.

Why are AMSOIL synthetic motor oils good for extended drain intervals?

It’s all in the formulation. Because AMSOIL motor oils are made with synthetic base stocks, they resist thermal and oxidative breakdown, which suits them for extended-drain use. AMSOIL pairs top-quality long-life synthetic base stocks with top-quality long-life additives. The fact is, conventional oils don’t include quality additives because it simply doesn’t pay to pair long-life additives with short-lived conventional base stocks.
Carefully controlled demonstrations conducted jointly between AMSOIL and commercial fleets have proven the safety and effectiveness of the extended drain intervals recommended for AMSOIL synthetic motor oils. In fact, many fleets have used AMSOIL combined with used oil analysis for drain intervals significantly longer than those recommended on the product label and have still been rewarded with lower rates of engine wear than with conventional lubricants and standard oil drain intervals.

Remember, AMSOIL synthetic lubricants may be used for extended drain intervals, but they don’t have to be. Some prospects simply are not comfortable with the extended drain interval concept. Don’t try to change their minds. The additional performance benefits AMSOIL motor oils provide make them well worth their investment.

**Does extending oil drain intervals void new car warranties?**
No. Automakers warrant cars against failures or malfunctions due to manufacturing defects for a period defined by time or mileage. No maintenance practice, such as extending drain intervals, can render the warranty null and void.

When a failure or malfunction occurs, the car dealer or a representative of the car maker will examine the failed or malfunctioning part to determine the cause of failure or malfunction. If an indisputable cause-and-effect relationship between the failure and the length of the oil drain intervals cannot be established, then the length of the oil drain intervals is immaterial to the warranty claim and the claim may not be refused on the basis of extended oil drain intervals.

In fact, when AMSOIL Dealers notify AMSOIL INC. that car dealers or other businesses are misinforming their customers about warranty issues surrounding synthetic oils and extended drain intervals, AMSOIL INC. contacts the car dealer or business to set the record straight.

**Will my oil pressure or idle RPM change when I switch to AMSOIL?**
They might. AMSOIL motor oils reduce friction better than conventional oils, and friction directly affects oil pressure and idle speed. Less friction in the engine can lead to lower oil pressure and more rpm at idle. Since synthetic oil doesn’t have to “push” as hard as
conventional oil to overcome friction, oil pressure drops. The engine still has adequate oil circulation, but like the heart of a person whose blood pressure is lowered through medication, the engine doesn’t have to work as hard for the end result.

The change in idle speed is similar to the difference in the feeling of running through water versus running on dry land. You run more slowly in the water because the water resists your movement more than the air. In the engine, conventional oils can slow moving parts because of increased friction (resistance to movement) in the system. Synthetic oils allow parts to move more easily because they reduce friction. Again, the engine doesn’t have to work as hard for the end result.

By making work easier for the engine, AMSOIL motor oil can also increase fuel economy.

Does AMSOIL offer technical support for its products?
Customers may ask their Servicing Dealer anything they wish about AMSOIL products. If the Dealer does not know the answer, he or she may request information from his or her sponsor or Direct Jobber. Beyond that, the AMSOIL Technical Services Department offers technical support for AMSOIL products and can be reached at 715-399-TECH.

Initial contact with AMSOIL Technical Services for more serious matters should be made by sending an AMSOIL Technical Service Request Form (G40) to:
AMSOIL Technical Services
AMSOIL Center
One AMSOIL Center
Superior, WI 54880.

Technical Service Request forms are available in the Dealer Zone (Business Tools > Literature > Forms) or from AMSOIL telephone ordering (1-800-777-7094). Complete technical service request instructions are included on the form.

Should I use oil additives with AMSOIL?
No. Everything your engine needs for lubrication and protection is already in the oil. Additives can upset the oil’s precise chemistry, or worse, interact with the oil in unpredictable and harmful ways.
Five Reasons People Pay a Premium for a Quart of Oil

Remember, you sell the benefits, not the features. You must match the benefits to your prospect’s needs and wants, which you’ve discovered by talking with the prospect and learning a little about him or her. Is his daughter leaving to attend college in a different town? He might buy AMSOIL for peace of mind. Are they a couple just starting out? They might buy AMSOIL to save money. A racer buys it for performance or maybe to solve a problem. The busy executive might want it for convenience.

The features support the benefits and you’ll notice the same features support more than one benefit. That’s okay. By clustering the features to support the benefits that are important to your prospect, you’re really just helping the prospect see the product from the most meaningful perspective. In fact, helping people understand your product is a service and one that’s the mark of an outstanding salesperson, the kind people seek out for future purchases.

1. Peace of Mind — AMSOIL synthetic motor oils help cars start and run dependably in the temperature extremes of northern winters and deep-south summers.

Long-term, AMSOIL synthetic motor oils’ superior cold-temperature fluidity, high-temperature stability and oxidative stability help keep cars running dependably longer, too, by reducing the wear incurred during cold starts and under-protected, high-temperature operation and by helping keep engines free of harmful oxidation products, such as sludge and acids.

Not only do AMSOIL synthetic motor oils help enhance engine life, the oil itself also provides dependable long-term service — perfect for those who may not service their car regularly.

2. Saves Money — The pure molecular structure of AMSOIL synthetic lubricants provide reduced friction compared to conventional oils. With less friction in the engine, less engine power (which comes from fuel) is wasted overcoming friction. That means better fuel economy.
Because their synthetic base stocks resist oxidation and thermal degradation better than conventional oils, and because they are formulated with long-life motor oil additives, AMSOIL synthetic motor oils may be used for longer drain intervals than conventional lubes. In fact, extended drain intervals offset the higher purchase price of the oil and motorists end up paying less annually to lubricate their engine with AMSOIL motor oils than with conventional oils.

AMSOIL synthetic motor oils can extend a vehicle's period of “like-new” performance. For those who keep their cars as long as they run dependably, the performance gain sometimes equals years of extra service. For those who trade their cars on a schedule, the superior engine cleanliness and low wear may translate into higher trade-in value.

3. **Performance** — By reducing friction more effectively than conventional oils, AMSOIL synthetic motor oils can help engines deliver more horsepower, increasing speed and responsiveness.

Additionally, as conventional oil ages, oil volatility and oil oxidation both thicken the oil, which increases its internal friction and hampers performance. Oxidation also forms harmful by-products, such as sludge, varnish and acids that impede performance.

AMSOIL synthetic motor oils’ thermal and oxidative stability make them highly resistant to volatility and oxidation, so they maintain their viscosities — and “like-new” performance — long term.

4. **Solves Problems** — Synthetic lubricants often help hot-running engines and other equipment run closer to their optimal temperature range than conventional lubes, and that can spell the difference between safe operation and failure in high-stress conditions such as racing.

5. **Convenience** — AMSOIL synthetic lubricants are formulated specifically for long life. For example, AMSOIL Signature Series Synthetic Motor Oil may be used for 25,000-mile/one-year (whichever comes first) drain intervals. AMSOIL XL Synthetic Motor Oil may be used for 10,000-mile/six-month (whichever comes first) drain intervals, or longer when recommended in owners’ manuals or indicated by electronic oil life monitoring systems. AMSOIL OE Synthetic Motor Oils may be used for the drain interval given in vehicle owners’ manuals.
The synthetic base stocks used in AMSOIL lubes are highly resistant to thermal and oxidative damage. Thermal and oxidative damage are two of the major processes that spell the end for conventional lubes.

Other major processes that require a lube to be replaced are changes in or depletion of the additive package. For example, some additives used to increase viscosity during high-temperature operation lose their ability to do so through the shearing action normal to an operating engine. Likewise, additives used for keeping acids in check are depleted over time.

Conventional lubricants are formulated for drain intervals of 3,000 to 7,500 miles. Base stock degradation and additive changes or depletion both occur shortly after that point. While long-life additives are available, conventional oil manufacturers would be wasting their money pairing higher-quality, more expensive additives with conventional base stocks.

AMSOIL, on the other hand, uses the high-quality long-life additives that allow the synthetic base stock to realize its long-life potential.

**Stay Informed**

Maintaining a solid education regarding lubrication and the lubrication industry is one of the most important aspects of selling AMSOIL. Completing the T-1 Certification Series is the first step to acquiring a solid knowledge base, but it is certainly not the last.

One of the most important tools Dealers have is the AMSOIL website. Be sure to check the Dealer Zone frequently for policy changes, pricing information, product announcements and more. The AMSOIL website is the most current and accurate source of AMSOIL information.

For ongoing information on selling AMSOIL products, please read your monthly issue of *AMSOIL Magazine*. Sent free to all AMSOIL Dealers, *AMSOIL Magazine* contains features on various AMSOIL products, technical articles and more. Next to the AMSOIL corporate website, it is the best way to keep up with the latest news at AMSOIL.

AMSOIL also sends out a monthly e-newsletter, *The Hotwire*. *The Hotwire* contains timely information on AMSOIL products, policies and more.
Enroll in AMSOIL University, held every May in Duluth, Minn., or attend one of the other Dealer training events such as the fall sales meetings.

Attend your sponsor’s and Direct Jobber’s meetings. After all, they’re on the front line of the business. They’ve succeeded in building a profitable AMSOIL Dealership and they can help you do the same.

**Sponsoring New Dealers**

Now that you’ve learned how to sell AMSOIL products, it’s time to start thinking about sponsoring new AMSOIL Dealers and building your personal group. Book 5 in the T-1 Certification Series, *How to Sponsor AMSOIL Dealers* (G1228), provides tips on finding potential AMSOIL Dealers and how to get them started selling AMSOIL products.