

# Preferred Customers Cash In

AMSOIL Preferred Customers buy the best synthetic motor oils and lubricants on the market for wholesale prices.

They use the products and then, over time, discover how well they perform.

Before long, Preferred Customers spread the good news about AMSOIL synthetics to friends and acquaintances. Those people ask questions. Eventually, many Preferred Customers recognize an opportunity to earn money selling the products.

"The intended purpose of the Preferred Customer program is personal use," said Dan Gorski, international sales representative. "Almost all of our Dealers who are successful started out buying for their own personal use."

Truth is, Preferred Customers are sitting on a golden opportunity.

Upgrading to Dealer status gives Preferred Customers a business of their own. It's an opportunity to earn extra money. First, income increases through sales of AMSOIL products. Unlike Preferred Customers, Dealers also sponsor other Preferred Customers and Dealers, and pursue retail and commercial accounts – all of which earns them commission credits that increase profits.

"Commissions are a big part of increasing income," Gorski said.

Today's economy leaves many people little job security, and growing angst for retirement income. An AMSOIL Dealership is the perfect answer. Dealers can spend as much time and energy on their businesses as they want. The more time and effort they put into their Dealerships, the more profits they generate and the more security they have in a world that is changing quickly. As a Dealer, even illness or inability to work for a period of time does not interrupt the flow of income generated from a well-established business.

Don Smith, Fredricksburg, Iowa, became a Preferred Customer about two years ago.

"I was leery of using AMSOIL motor oil," Smith said. "I never knew anyone who used it."

Smith is an ASE certified master diesel truck technician and mechanic of about 15 years. He started building his own shop, Smith Repair, around the same time he became a Preferred Customer and started learning more about synthetic motor oils.

Last July, after attending the AMSOIL 30th Convention, he upgraded to a Dealership.

Smith got an in-depth informational presentation on CD from his sponsor, Gerry Reid of Virginia, who also started his Dealership simply buying AMSOIL products for his own personal use back in 1978. Reid and his wife Patricia have since built a large, successful organization.

Smith also gleaned important technical information through reading the *Action News*, he said.

"I found you can be a top-notch mechanic and not know all that much about lubrication," Smith said. "It's amazing how little people know about the lubrication they use to protect what is essentially their second largest investment." Second, he said, to their homes.

Building the shop has been a bigger project than he envisioned and he's counting on the income he makes from building his AMSOIL business to offset some of the costs.

Fredricksburg is a small farming town of about 1,500. Smith has lived there all of his life and is known by most people in town. That works to his advantage, he said, because they trust him not to steer them wrong.

He talks one-on-one to his customers, he said, advising them to try AMSOIL lubricants.

"They're letting me install it in their trucks and machinery," he said. "Installing AMSOIL is really a big benefit. It's made the difference between selling a lot of oil and selling a little oil." He now has some commercial accounts, as well, Smith said.

At 37, Smith is a man who believes everyone should have more than one plan for their life. "You need to have a back up Plan B in case Plan A goes haywire."

He acknowledges that building an AMSOIL business takes hard work and the willingness to gain the knowledge needed to separate people from their old ideas. "In the future, it's going to be more and more synthetics," he said. "It takes perseverance. You've gotta keep hitting it. It's a challenge and I believe I'm up to it."

"I wish I had started this about 15 years ago, I'd have a big business today."

Smith is a perfect example of why the Preferred Customer program works.

"The nice thing about Preferred Customers who upgrade to Dealers is that they want businesses," Gorski said. "They're going to be selling." These are the people who make a commitment to making their AMSOIL businesses profitable, he said.

Ordering an AMSOIL Business Manual is vital to their success, Gorski said. It guides them how to build their businesses. Along with advice and guidance from their sponsors, Dealers also become eligible for T-1 certification. That's basically "an open book test," Gorski said. It's included in the business manual. "We (the company) know that the Dealer has the body of knowledge to offer good service," he said.

Dealers also are eligible to receive leads to new prospects through the company, as well as becoming eligible for trade show and racing co-op assistance through the company after they are T-1 certified.

"The Preferred Customer program is wildly successful," Gorski said. "Virtually all of the Dealers have embraced the Preferred Customer program."

**Editors Note:** *The following page gives the typical progression for building an AMSOIL business.*