

# Selling AMSOIL Online – Dealerships Enjoy

The advent of the Internet literally eliminated geographical boundaries for marketers of products.

Nowhere is that more true than for AMSOIL Dealers.

The AMSOIL Corporate Website went online in 1996. "From the beginning the Internet generated 100 leads a month," said AMSOIL Advertising Coordinator Ed Newman.

The AMSOIL website went live, offering online ordering, in the summer of 1999. "They started buying online right away," said Newman. "It was exciting. We have many technologically savvy Dealers who were eager to see us do more."

Since that time, online sales growth for Dealers averages more than 10 percent a year.

Hundreds of AMSOIL Dealers conduct business on the Internet, and it has become one of the fastest growing segments of sales for independent AMSOIL Dealers.

"The Internet is changing the way many people do business," Newman said. "It's almost as expected you'll have a website as having a business card used to be."

Even Dealers who don't own computers have the ability through AMSOIL to have a presence on the World Wide Web. AMSOIL designs and hosts websites for Dealers that bring income to the Dealer through his or her ZO number every time a customer makes a purchase on that website.

Newman mentions a particular case in which a Dealer with a website hosted by AMSOIL found out quickly how effective that website could be.

"One Dealer gave 12 people his web address and somebody bought \$300 in product that first week," Newman said. "You have to promote it, put your address out there."

He said many Dealers put their web address on their business cards.

Since the AMSOIL website hit the Information Highway in 1996, policies regulating its use have been developed.

"The policies are to create a fair and level playing field for all of our Dealers, yet are as unrestrictive as possible," Newman said. "AMSOIL needs to have some control, but we always encourage the entrepreneurial efforts of our Dealers."

The AMSOIL marketing strategy for the website always has been to get as many Dealers online as possible. "We wanted to help generate business for them by having a quality site," Newman said. "The AMSOIL website is filled with content that leads to the generation of business."

Website design and marketing tips are available to Dealers through AMSOIL web staff.

"There's a learning curve for everything," Newman said. "Our Internet staff has been available practically from the beginning. People who get there fast are the ones with the most technical information and savvy."

Today, there are more than 3,000 pages of information on the AMSOIL website. Visitors to the site can easily "click" to find such things as a complete listing of products, accounts of racing activities, company history, testimonials, articles, business information, data bulletins, all of the forms needed to run a Dealership, sign up for or work a Dealership, *Action News* articles and much more. It's organized for easy "click-through" to the Online Store where customers find information about products and ordering is easy.

The Dealer's Zone on the AMSOIL website is specifically designed to meet Dealers' needs. Newman said that's where Dealers can find the "What's New" page, which carries information about everything new at the company. He recommends Dealers visit the page every week to keep up with the newest developments in the company.

"The *Action News* comes out once a month, but 'What's New' comes out every day that it's new," Newman said.

Dealers' websites typically include a direct link to the

AMSOIL Online Store, which brings customers to the site and each Dealer receives credit for purchases made from that link through their ZO numbers.

"There are Dealers who are extremely successful online," Newman said. "Many new Dealers operate mostly online."

Regency Gold Direct Jobber Tom Shalin, in Texas, said Internet sales represent a "significant" amount of his business.

"As with any business, you need to be there," Shalin said. "If you want Internet business, then you need to be available or have a process to handle incoming new customer inquiries. Otherwise, most of the time they are gone."

Shalin said a large Internet business requires a "killer" site and a good advertising plan.

"One without the other is a waste of money," he said. "For example, if you spend thousands of dollars for a great site and no one can find it, you are wasting your money. If you spend a lot of money marketing a non-competitive, inadequate site, people will simply click through it to another one. You want surfers to stay on your site once they find it."

"The Internet is a good venue, however, as with any other business strategy, it needs to be planned, devel-

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**– Advertising Coordinator Ed Newman**