



MAGAZINE

JULY 2019

SIX WAYS TO BUILD SALES WITH THE NEW AMSOIL EASY-PACK | PAGE 8



RIDE HARD. RUN COOL.®



- **Retains** viscosity for excellent wear protection
- **Resists** extreme heat
- **Promotes** smooth, confident shifts

Regardless of which brand of bike your customers own, they want to protect their investment. AMSOIL Synthetic V-Twin Motorcycle Oil is designed specifically for the unique demands of V-twin engines, including resistance to extreme heat and excellent wear protection. It helps your customers ride with confidence in the most extreme conditions.

OFFICIAL OIL



AMSOIL®

The First in Synthetics®

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JULY 2019

Six Ways to Build Sales with the New AMSOIL Easy-Pack | PAGE 8



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STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

Kathy Anderson
John Baker
Dan McClelland
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Andy Arendt
Brett Granmo
Shannon Grayson
Mark Kroll
Mark Nyholm
Jamie Prochnow

Editorial Contribution

Eric Brandenburg
Mark Nyholm

Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

On the Web

www.amsoil.com

President & CEO

Alan Amatzio

Board Chair

Dean Alexander

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Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@amsoil.com



THE COVER

Nine products are now available in the convenient easy-pack, presenting a great opportunity to reach new and existing customers.



From the President

I officially started working for AMSOIL in 1988. That's when our records show I started receiving a paycheck, but I remember being dropped off before I could drive, which was earlier than '85. I worked in the maintenance shop first, then I moved into Production. Things were very different then. Our facilities were smaller, more Dealers maintained home warehouses and the Internet didn't exist as we know it. Today it's one of the most dominant aspects of our daily lives. It has changed just about everything – how we shop, navigate, conduct research, listen to music – the list goes on. Its impact is so great that younger people won't be able to imagine life without it. It will be one of those markers in time we can brag about when we get older – *I was around before the Internet existed.*

The Internet's importance to people's daily lives makes it important to businesses around the world. If you're going to remain relevant and capture online sales, you have to stay on top of online trends and they change quickly. We are continuing to increase our investment in digital marketing to accelerate business growth online. It's becoming more competitive and sophisticated every year. We are in the final stages of a long, intense project that will boost our

online marketing capabilities by a great deal. We're going to have more data and increased ability to target people who interact with us. With this increased ability we'll also increase our presence online. In the years ahead, we're going to attract and convert more people into buying customers than ever before.

So what should you do? We're going to be doing a majority of the work online, but you still need an online presence. Maintaining a website, actively posting on social media and participating in online groups are effective ways you can market your business and capture new customers.

Don't ignore business online, but don't overlook your local opportunities. Car shows, events and clubs are all opportunities to bring in more customers. Those compound into exponentially more customers for you, which means more money in your pocket.

Alan Amatuzio
President & CEO



AMSOIL OIL FILTERS UPDATED

To reduce customer confusion, we are eliminating the “Ea[®]” name from our oil filter lines:

AMSOIL Ea Oil Filters → AMSOIL Oil Filters

AMSOIL Ea Heavy-Duty Extended-Life Oil Filters → AMSOIL Heavy-Duty Extended-Life Oil Filters

AMSOIL Ea Bypass Oil Filters → AMSOIL Bypass Oil Filters

AMSOIL Ea Motorcycle Oil Filters → AMSOIL Motorcycle Oil Filters

UPDATED LABELS AND PACKAGING

Beginning with AMSOIL Oil Filters (EAO, EA15K), updated bilingual labels and packaging will begin appearing in distribution centers in the fall.

99 PERCENT EFFICIENCY

Because testing reveals AMSOIL Oil Filters are 99 percent efficient and higher at 20 microns, we updated our 98.7 percent efficiency claim to 99 percent. Some of our competitors also claim 99 percent efficiency, but measured at larger 30- and 40-micron sizes.

EASY-GRIP COATING

We added easy-grip coating to our spin-on Oil Filters (EAO, EA15K), easing the job of tightening and loosening filters.

New product codes? No, “EA” will not be removed from the product codes.

Media change? No

Pricing change? No

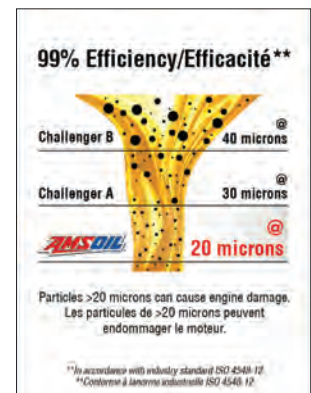
Air filter change? No, Ea Universal Air Induction Filters (EAAU), Ea Racing Air Filters (EAAR) and Ea Pre-Filters (EAPF) will maintain the “Ea” name for the immediate future.



New Filter Label



New Filter Box



LETTERS TO THE EDITOR

DODGE* CHALLENGER*

I have a few customers with 2015 and up Dodge Challengers (a Hellcat* and two Scat Packs*). I have been checking the AMSOIL online application guides for a few years now, as well as emailing the tech line, but there is no AMSOIL-recommended product. These customers have been on various internet forums where other owners report using Redline* and Royal Purple* 75W-90 gear lubes.

Is there any reason why SEVERE GEAR® 75W-90 would not be used in these applications? There is a pretty large market for these RWD Dodge vehicles that AMSOIL Dealers are losing out on.

Thanks and regards,

Tony Lanzillotti

AMSOIL: Thank you, Tony, for your letter and for assisting us with the field trial that helped us expand our recommendation of SEVERE GEAR 75W-90 to these high-performance Dodge vehicles. We initially didn't have enough information to make this recommendation, so we asked Tony if he was willing to help us conduct a field trial. It concluded with a successful demonstration of performance and protection, and our product guide has since been updated to reflect our recommendation of SEVERE GEAR 75W-90 in these vehicles.

CORRECTIONS

I've been an AMSOIL Dealer since 1984, and shortly thereafter became a Lifetime Dealer. There's an error in your president's letter on page 4 of the February 2019 AMSOIL Magazine. You stated: "Business is far different from what it was 45 years ago when AMSOIL began." AMSOIL began in 1972, which would make it 47 years in continuous business in February of 2019.

Mark Nyholm stated on page 7 of the same magazine issue: "The good news is, our line of Ea Oil Filters covers 92.5 percent of North American passenger cars and light trucks on the road today." Then twice again in the same article, Mark Nyholm states: "the remaining 6.5 percent" and mentions "WIX and MANN to cover the 6.5 percent of the North American vehicle market for which we don't offer an Ea Oil Filter." Those two percentage figures add up to 99

percent. What's up with the remaining one percent?

Cleveland Norton Jr.

AMSOIL: Thank you for your letter, Cleveland. We apologize for the error in the Tech Talk column; it should have said "the remaining 7.5 percent." Alan Amatzio was speaking in generalities when he stated "45 years" in the President's Message. It's a nice round number. You are correct that our history extends back further. We commonly measure our origins back to two breakthrough moments: becoming the first synthetic motor oil in the world to meet American Petroleum Institute service requirements in 1972, and the founding of the Dealer network in 1973. However, our history can be traced back even further. Our founder, Al Amatzio, was selling AMSOIL synthetic motor oil as far back as 1968, and the business became incorporated in 1969.

ZERO-TURN HYDROSTATIC TRANSMISSIONS

After reading a letter to the editor about zero-turn hydrostatic transmissions (September 2018 AMSOIL Magazine), I have a question. What changed from this letter to now? In your answer you felt that the 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid (AHF) would be an upgrade to the Kubota* UDT* or Super UDT* that comes in most Kubota zero-turns.

After comparing some of the technical properties of the Kubota Super UDT and AMSOIL transmission products, I was still not convinced that Zero-Turn Synthetic Hydrostatic Transmission Fluid was comparable with the Super UDT.

I called Technical Services and was told that AMSOIL has no product recommended for replacing the Kubota UDT product. Looks to me like AMSOIL ISO 46 Synthetic Anti-Wear Hydraulic Oil (AWI) compares most favorably to the Super UDT.

Seems like a large market that is growing all the time. Can you give me some insight on this issue?

Thanks,

Paul Jones

AMSOIL: Thank you for your question, Paul. The previous letter on this topic

asked which AMSOIL product to use in an application specifying Kubota HST; our Zero-Turn Synthetic Hydrostatic Transmission Fluid is the best choice in these applications. Kubota UDT and Super UDT are different, however. Our Synthetic Tractor/Hydraulic Transmission Oil (ATH) is an excellent choice in applications specifying Kubota UDT, but we do not currently have a product that crosses directly to Kubota Super UDT or Super UDT2.

VISION AND INTEGRITY

I have been a Dealer for over 10 years. I have never seen another company with the vision and integrity that AMSOIL has. It is a true honor to be able to be a part of it.

Thank you to Alan for continuing the legacy.

Andy Jones

AMSOIL: Thank you for your kind words and loyalty to AMSOIL, Andy. We intend to maintain this track for decades to come.

SIX-GALLON BOXES

One of my quick lubes uses large six-gallon boxes that pour into containers below. They would love it if AMSOIL would use them. Do you know if anyone has looked at this?

Thanks,

Dave Green

AMSOIL: Thanks for your suggestion, Dave. We have investigated these container systems and have surveyed some retail accounts. Based on our findings, we decided not to pursue these options. If these systems become more popular, it might be something we reconsider.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.

Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



Mark Nyholm | TECHNICAL MANAGER, HEAVY DUTY AND MECHANICAL R&D

It feels like forever ago, but it's only been 13 years since the U.S. Environmental Protection Agency (EPA) mandated reduced sulfur content in diesel fuel, in 2006. Boy, were people angry. They knew sulfur helped protect their fuel pump and injectors from failure. Change is scary, and the thought of replacing expensive components even more so.

Fast-forward to 2019, and I rarely hear anyone talking about this. But the problem is even more prevalent now than it was then. Modern diesels demand even more from the fuel pump and injectors than before, increasing the potential for failure. So, why aren't people still up in arms? My hunch is they have accepted the new reality. Or, they just don't know what they don't know when they buy a new truck today.

Today's ultra-low-sulfur diesel fuel (ULSD) provides significantly reduced lubricity – a critical property in controlling fuel-pump and injector wear. While diesel fuel has traditionally had high lubrication properties, the desulfurization process used to strip the diesel fuel of the sulfur content to meet ULSD requirements also strips the fuel of some of its organic compounds responsible for lubrication. The ASTM D975 diesel-fuel standard mandates a minimum lubricity level. However, the Engine Manufacturers Association (EMA) wants the standard to provide for increased lubricity, but lost out on the control of the specification. While the EMA claims there's a problem, it doesn't carry enough clout to change the specification.

Since 2006, ULSD has accounted for nearly all diesel available in North America because the EPA mandated reduced sulfur to curb harmful emissions. ULSD now contains a

maximum of just 15 ppm sulfur, compared to fuel that had up to 5,000 ppm sulfur prior to EPA regulations.

Waxes in diesel fuel lubricate the fuel pump and injectors, helping fight wear. Without them, the highly engineered components in modern diesels, particularly high-pressure common-rail (HPCR) engines, can wear out and cost thousands in repairs. They can also develop deposits that interfere with an optimum spray pattern, reducing power and fuel economy. The editors of *Diesel Power Magazine* covered the problem of ULSD in the April and May 2019 issues. As reported, the Bosch* CP4.2 fuel pump that comes stock on 2011-2016 Duramax* engines has led to thousands of catastrophic failures. It's culminated in class-action lawsuits in Texas and California against Bosch, GM*, Ford* and other vehicle manufacturers on behalf of individual diesel owners whose vehicles use that pump. When the CP4.2 fuel pump fails, it instantly contaminates the entire fuel system with metal particulates, costing \$8,000 to \$12,000 in repairs. The magazine reiterates what AMSOIL has been saying for years: "The way to be proactive in protecting a CP4.2 equipped diesel from an early demise is being diligent about using fuel additives that add lubricity with every fill-up."

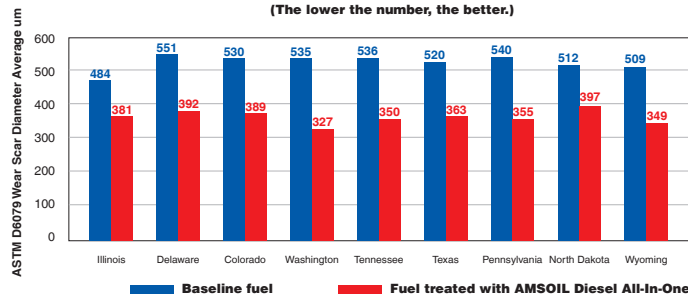
The CP4.2 pump is said to fail because of two reasons: 1) It's designed with about 20 percent reduced flow volume

Ultra-low-sulfur diesel doesn't provide sufficient lubricity

Fortunately, we have a simple solution.

Lubricity Improvement

(The lower the number, the better.)



Note: D975 industry diesel fuel standard requires fuel to be 520 or less EMA and Canada would like that to be 460 or less

than the previous generation pump, requiring it to work even harder. 2) ULSD isn't providing enough lubricity.

Our testing of base fuels across the U.S. confirms the second point. ASTM D975 requires diesel fuel to limit the wear scar in lubricity testing to 520 microns. The EMA, meanwhile, sets its own, stricter requirement of 460 microns. As the chart shows, many of the fuels (blue bars) failed to limit wear to 520 microns. And none of them met the EMA's 460-micron limit.

Fuel treated with AMSOIL Diesel All-In-One (ADB) performed far better (red bars). It not only met the ASTM D975 standard, it also met the stricter EMA lubricity requirement. You can find the same technology in Diesel Injector Clean (ADF) and Diesel Injector Clean + Cetane Boost (ADS). Our diesel additives deliver a healthy boost in lubricity to help lubricate diesel fuel pumps and injectors. The extra lubrication helps prevent wear in fuel pumps and injectors. I strongly recommend that all diesel owners use AMSOIL diesel fuel additives with every tank of fuel.

SIX WAYS TO BUILD SALES WITH THE NEW AMSOIL EASY-PACK

01

The AMSOIL easy-pack is a great ice breaker with the potential to pique the interest of prospective and existing customers. Here are a few ways the latest AMSOIL innovation can make getting your foot in the door a little easier.

02

TOUCHY-FEELY

Seeing (and feeling) is believing. It can be intimidating to approach a prospective customer, or someone who has declined your help in the past. The easy-pack is a tangible way to show AMSOIL innovation. Our experience and Dealers' reports from the field show that people react much more strongly when they are able to touch an easy-pack. Get this durable, easy-to-use packaging in your customers' hands and see where the conversation goes.

03

SOLVE THEIR PROBLEM

The AMSOIL easy-pack is unique – and that's not just marketing hype. Flexible packaging options for gear lube and transmission fluid don't currently exist outside our product line. Prospective customers that employ field technicians could benefit from using the easy-pack. Its efficient, use-anywhere quality makes the easy-pack a great choice for these types of accounts.

04

THE PERFECT ANSWER

It's a common situation – you enter a customer's busy shop to touch base. He looks up from his pile of work and asks, "What's new?" Sometimes a compelling answer is difficult to find. The easy-pack, with its multitude of new applications, is a great piece of AMSOIL news to share.

05

LEAVE IT BEHIND

When calling on a potential customer, the boss may be unavailable. The easy-pack is a wonderful "leave behind" item. Simply getting a sample of this innovative new packaging in someone's hands can be half the battle.

06

MAKE A LIST

Take a look at existing customers who have bought gear lube in the past and consider contacting them with news of the new packaging.

RE-ENGAGE WITH YOUR CUSTOMERS

This is the perfect opportunity to re-engage with an existing account. Break the ice by tossing your customer a sample of SEVERE GEAR® Gear Lube or Signature Series Automatic Transmission Fluid. Use the convenient new packaging as a jumping-off point and continue to build your relationship.





Cleaner. Faster. Easier.

The new easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes changing fluid cleaner and faster, and eliminates the need for a pump.

Stay ahead of the curve with this revolutionary solution to challenging installations. Take advantage of the moment and introduce your customers to the unique AMSOIL easy-pack before the competition introduces their own versions.



AMSOIL

Winner of a
SEMA Global
Media Award
& a Flexible
Packaging
Achievement
Award

UPGRADED AMSOIL POWERSPORTS PRODUCT GUIDES OFFER IMPROVED COVERAGE

The product guides at amsoil.com allow you to provide quick, accurate product recommendations for customers and prospects. To help ensure your customers have a great experience at amsoil.com, we recently made a large investment in expanding the powersports product guides to provide recommendations for more applications.

The AMSOIL powersports product guides make up one of just two such guides in the industry. Most lubricant and filter companies don't offer a powersports product guide due to the increased cost and sheer amount of work required.

As part of our commitment to Dealers, we made a significant investment in customized data and programming to maintain product guides that cover thousands of different makes and models of powersports applications.

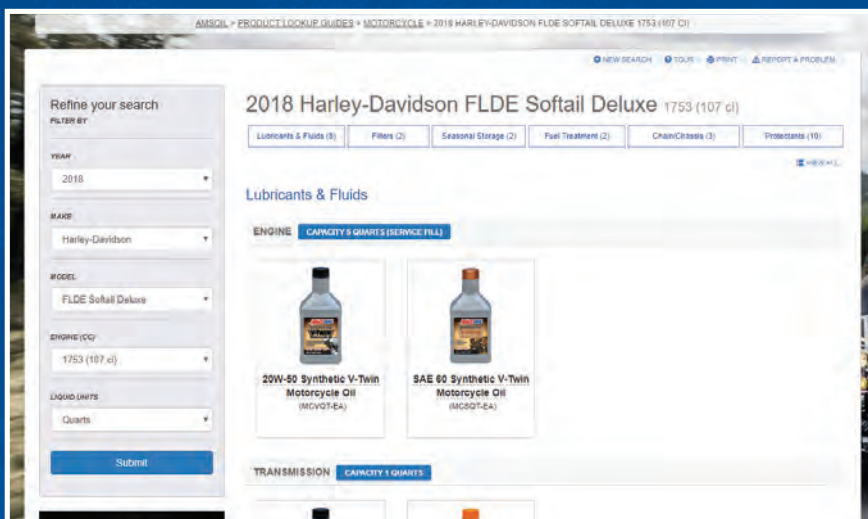
Our improved powersports product guides now provide recommendations for 225 different equipment brands and nearly 180,000 different components, including the following:

- Motorcycles
- ATVs
- UTVs
- Outboard motors
- Snowmobiles
- Personal watercraft

The powersports lookups deliver improved coverage for several makes of equipment. For example, we now offer recommendations for most Honda* motorcycles. While the expansive nature of the powersports industry makes it nearly impossible to cover every single make and model of equipment, these improvements enhance our coverage, and we'll continue to work on closing the few gaps that remain.

In addition to lubricant recommendations, the powersports product guides offer a more user-friendly interface than the only other guide in the industry. And ours are the only powersports lookups to integrate filters, reducing the amount of input required of the user, improving the user experience.

Visit amsoil.com and familiarize yourself with the AMSOIL powersports product guides. Notify your customers and prospects about the guides and encourage them to explore their contents.



ACCESS THE POWERSPORTS PRODUCT GUIDES AT AMSOIL.COM.

- **One** of just two powersports product guides in the entire industry
- Now provides recommendations for **225 brands** and nearly **180,000 components**
- **User-friendly** interface
- **Filter** recommendations
- Use it to uncover **additional sales opportunities**



Protect Your Time on the Water

If you're like most anglers, you never have enough time to fish. Don't waste a second on unnecessary maintenance or downtime – protect your motor from wear and performance-robbing deposits that try to sideline your boat at the marina.

AMSOIL marine products fight wear and deposits in the toughest operating conditions. They deliver the benefits you need, whether you own a four-stroke or two-stroke motor.

- **Superior** wear protection
- **Excellent** rust and corrosion resistance
- **Maximum** engine cleanliness
- **Reduced** smoke (two-stroke)

PRO TIP

AMSOIL HP Marine™ is excellent for use in Evinrude® E-TEC® engines at the factory-lean setting and is a fraction of the cost of Evinrude XD100® 2-Cycle Oil.



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July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Wednesday, July 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for July business will be accepted until 3 p.m. Central Time on Tuesday, Aug. 6. All transfers received after this time will be returned.

Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 5 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 5 for Heritage Day.

Can Coolie

Collapsible coolie constructed of premium-quality, high-density scuba foam. Machine-washable. Fits standard 12-oz cans.

Made in the USA.

| Stock # | U.S. | Can. |
|---------|------|------|
| G3282 | 2.00 | 3.00 |

MADE IN THE USA



MADE IN THE USA



Bottle Coolie

Zippered bottle coolie provides a sleek fit for standard 12-oz bottles.

Made in the USA.

| Stock # | U.S. | Can. |
|---------|------|------|
| G3387 | 3.00 | 4.00 |

AMSOIL BYPASS SYSTEMS

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat** filter sales
- **Earn** great commissions

AMSOIL BYPASS FILTRATION BENEFITS

- **Significantly** extended engine life
- **Efficient** small-particle and soot removal
- **Reduced** maintenance costs
- **Improved** oil cooling
- **Extended** drain intervals



AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with AMSOIL market catalogs. They **reduce your costs, allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: www.amsoil.com | Telephone: **1-800-777-7094** | EZ Online Order Form: my.amsoil.com

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Commercial Program Catalog
(G3469 U.S., G3474 Can.)

WHO'S IT FOR?
Current and prospective commercial accounts.

- Contractors
- Fleets
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers
- Landscapers

WHAT PRICING DOES IT SHOW?
Wholesale cost



Retail Program Catalog
(G3520 U.S., G3521 Can.)

WHO'S IT FOR?
Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

WHAT PRICING DOES IT SHOW?
Wholesale cost and MSRP



Automotive Catalog
(G3549 U.S. G3550 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing



Powersports & Racing Catalog
(G3511 U.S., G3512 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing





Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Get to know your customers before the competition does

Ask questions to build trust and uncover new opportunities.

Have you ever pulled into a McDonald's drive-thru only to immediately hear, "Would you like to try the McRib?" If you're like me, it feels like an awkward way to greet someone. I can't remember ever taking the offer. That specific question asked at that point in the ordering process seems focused on helping McDonald's reach its goal to sell more McRib sandwiches and make more money. It does not consider my goal, which is to order a Big Mac. More effective and appropriate questions include...

- Can I please take your order?
- Do you have any questions about the menu?
- Are you interested in hearing about today's special deals?

When we don't take time to get to know our commercial and retail customers, we give the impression that we're focused on our goals instead of their best interests. If you don't know and understand their businesses, you may simply be the person with whom they place their orders rather than a valuable resource. This may work with some customers, but in general it decreases your value. When the competition swoops in with a lower-priced product, the customer is much more likely to leave AMSOIL. When you don't know your customers, it makes it difficult to help them reach their goals, solve problems and help them save money.

My colleagues and I have spent considerable time working in the field to better know some of our largest commercial customers. We've found plenty of opportunities to

improve relationships and ultimately gain additional trust and business.

We often find that AMSOIL products account for just a small percentage of a customer's lubricant needs. We may provide motor oil, but we are missing out on transmission fluid, gear lube, coolant, filters, grease and other opportunities. The customer may operate additional machinery that requires other lubricants or fuel additives. However, we can't simply expect this business to fall into our laps – we need to earn it. But it's difficult to earn that business if we haven't invested time getting to know the customer.

Sometimes you may derive a feeling of comfort in not knowing your customer. You see the customer's name on your reports. They call you periodically to place an order. Things must be going well. Why rock the boat?

If you have a good customer, but you're not taking time to understand his or her business, it's often a matter of time before your competition steps in to fill the void. Your customer may have concerns about pricing, require bulk dispensing equipment or need updated promotional items. Dealing with such questions or requests may be a challenge, but these issues don't go away on their own. And, if they do, it's probably because your competition did something about them. Knowing your customers' needs provides a chance to provide value, which in turn increases your chances of keeping your customers. Uncovering your customers' needs after they've stopped ordering is too late.

So, how do you get to know customers? It's simple: invest time with them to ask questions and have conversations.

Tell them you want to better understand their business and determine if there are ways you can help them solve problems or reach goals. Having this conversation in person is always best. That's easy if the business is local, but out-of-town accounts present more challenges. Email your contact and ask to set-up a phone conversation. Skype or Facetime are also great options. Again, just let them know that you'd like a few minutes of their time to better understand their business and help uncover ways you can help them save money. Conduct Internet research to learn about each customer. In some cases, you can use your research plus periodic phone calls to build a solid relationship however, consider investing in a yearly visit, even if they aren't local. Doing so can pay great dividends.

Getting to know your customers is an important part of developing a long-term relationship. Doing so makes it much easier for that customer to tell the competition, "No thanks."



The First in Synthetics®

CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
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AMSOIL

ISO 9001/ISO 14001 REGISTERED

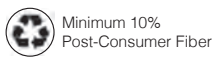


WE HONOR



(Discover in U.S. only)

Have you checked out the AMSOIL product guides at amsoil.com? The recently expanded powersports guides provide a user-friendly interface, allowing you to provide quick, accurate product recommendations and excellent customer service. <https://www.amsoil.com/guides.aspx>



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www.amsoil.com

July 2019

THREE POWERFUL AEROSOLS

AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance you can see immediately.

MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run;** stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.

BEFORE ENGINE DEGREASER



AFTER ENGINE DEGREASER



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