

AMSOIL DEALER 30-DAY STARTER CHECKLIST

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Complete these actions in your first 30 days. The order matters — Customer Basic Training in Week 1 unlocks AMSOIL-assigned buyers from day 30 onward.

WEEK 1 — Registration & Setup (Days 1–7)

- Complete online dealer registration at AMSOIL.com (takes 15 minutes)
 - Save your confirmation email — it contains your ZO referral code
 - Log into the Dealer Zone at amsoil.com — bookmark it on all devices
 - **PRIORITY:** Complete Customer Basic Training in AMSOIL University
- Note: you cannot receive AMSOIL-assigned customers until this is done*
- Apply your \$30 product redemption voucher on your first order
 - Place your first order within 30 days to capture the 10% rebate (up to \$100)
 - ★ **Call Alan at 225-441-6397 — schedule your free 20-min onboarding call**
 - Set up direct deposit or AMSOIL Visa debit card for commission payments
 - Download the Dealer Zone mobile app (iOS and Android)

WEEK 2 — Training & First Contacts (Days 8–14)

- Complete Commercial Basic Training in AMSOIL University
 - Complete Sales Process Training in AMSOIL University
 - Write a list of your top 10 contacts in diesel, motorcycles, farming, or fleet
- Be specific: name, what they drive or operate, how often they service equipment*
- Set up your personal referral link: amsoil.com/?zo=YOUR-ZO-CODE
 - Order 2–3 P.i. Performance Improver bottles from your starter voucher — for demos
 - Reach out to your top 3 contacts — not a pitch, just a conversation
- Ask: "What oil are you running? Have you had any issues with it?"*
- Explore the Print Center in Dealer Zone — order co-branded cards if needed

WEEK 3 — First Registrations (Days 15–21)

- Register your first Preferred Customer (\$20/yr — same wholesale price as you)
 - Send them: amsoil.com/offers/pc/?zo=YOUR-ZO-CODE*
- Set up MyAMSOILGarage for that customer — AMSOIL will email them reorder reminders
- Identify one installer/shop to approach — quick-lube, independent mechanic, tire shop
 - 75% of motorists use shops for oil changes — one busy shop = consistent residual income*
- Visit or call that shop — bring a P.i. sample and the diesel fuel economy data sheet
- Follow up with all Week 2 contacts — ask if they want a sample or pricing
- ★ **Check Dealer Zone dashboard — verify your first customer is showing in your account**

WEEK 4 — First Commercial Account (Days 22–30)

- Register your first commercial or installer account through the Dealer Zone EZ form
- Target: a farm, landscaping company, HVAC fleet, or contractor with 3+ vehicles
 - Lead with the fuel savings data: independent SAE testing shows 8.2% diesel fuel economy gain*
 - At \$5,000/month diesel spend, 8.2% = \$410/month in savings — a real dollar figure*
- Check commission dashboard — verify all registered accounts are tracking correctly
- ★ **Confirm Customer Basic Training complete — assigned customer pipeline now active**
- Schedule follow-up calls with all open prospects from Weeks 2 and 3
- Review AMSOIL University — complete any remaining product knowledge modules

DAY 30 TARGET

By day 30 you should have: **Customer Basic Training complete · at least 2 qualified customers registered · first commercial account conversation started · first commission payment on track**

AMSOIL ASSIGNED CUSTOMER MULTIPLIER — unlock more free buyers as you grow

Activity Level	Your Qualified Customers	AMSOIL Assigns / Year	Per Week
Customer Certified	Training complete	15–18 / year	~1.4
Active Dealer	12+ customers	30–36 / year	~2.7
Growing Dealer	20+ customers	45–54 / year	~4.0
Established Dealer	28+ customers	60–72 / year	~5.5
Senior Dealer	36+ customers	75–90 / year	~7.0

Key URLs Register: amsoil.com/?zo=1243776 Dealer Zone: amsoil.com/dealerzone Customer link: amsoil.com/?zo=YOUR-ZO	Key Numbers \$100 annual fee (refundable 30 days) \$30 voucher in starter kit 10% rebate first order (up to \$100)	Call Alan 225-441-6397 lubeoilsales.com Dealer #1243776 since 2004
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