

Olson Marketing

Monthly

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Your Amsoil Information News Source

Product Highlights from Amsoil

0W-40 Signature Series 100% Synthetic Motor Oil

Along with the new [5W-50](#) viscosity formulated for high-horsepower Ford Mustang engines, the Signature Series line now includes a robust [0W-40 synthetic motor oil](#) formulated specifically for high-horsepower Chrysler and Nissan engines. [AMSOIL Signature Series 0W-40 Synthetic Motor Oil \(AZE\)](#) provides top-of-the-mark protection and performance that customers expect from Signature Series.



[Mechanic Gloves](#)

Fitted gloves offer great protection, shock resistance and dexterity. Constructed of four-way stretch knit Spandex with padded Clarino imitation leather palms and fingers, elastic neoprene cuffs and Velcro closures. Sizes S-3X.



Also try...

[Klim Winter Gloves](#)

A perfect complement to the [Klim Winter Parka](#), these [Klim Winter Gloves](#) are guaranteed to keep you dry. Feature GORE-TEX® waterproof/breathable liner, max visibility 3M Scotchlite™ reflective piping, reinforced rubberized textured palm, adjustable wrist cinch and goggle squeegee. Available while supplies last.

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Congratulations:

New Preferred Customers

Starlyn Lichtsinn
Bellevue, NE

Dealer Contact

Lincoln

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Amsoil Question of the Month

How do dealers make any money – If you purchase and sell at the same price— What Goes?

Great Question!

There are several ways to generate income in the AMSOIL Business. First, you must be registered with AMSOIL, Inc. as a dealer. No other accounts can generate income. There are only two tiers of pricing: Wholesale (dealer cost) and Retail.

Retail is simple to explain. The dealer purchases product from AMSOIL Inc. at wholesale (plus shipping and Sales tax). Then resells product at Retail plus shipping and sales tax. The dealer keeps the retail profit.

All other sales a dealer makes is at wholesale (dealer cost). The dealer earns a bonus from AMSOIL on the 15th of the month after the sales of the previous month have been tabulated.

The bonus is based entirely on the quantity of products purchased on the dealer's account during the month. Those purchases can be from (1) retail sales, (2) Catalog sales, (3) Internet sales, (4) Commercial Account Sales, (5) Retail (store) Account sales, and (6) sponsoring new dealers and preferred customers.

At the end of the month all sales in the dealer's organization are totaled. Each product has a "commission credit" (CC) assigned to it. The bonus is based on the total commission credits received

during the month and the higher your sales for the month the larger percentage of bonus you receive (from 2% to 25%).

Each month is a new "pay period". Brochure G85 explains this in more detail—if you are interested please request the brochure and we will send it to you.

Dealers are not required to maintain an inventory nor is there any capital investment. Dealer Registration is \$30.00 per year.

Most training is free from your sponsoring dealer or your up line Direct Jobber (one who has maintained a continuous level of higher sales).

Formal training is provided by AMSOIL, Inc. in May of each year (2015 is May 17 to May 20). If you are serious about building your business quickly you will attend each year to keep up to date on all the new advances in the lubrication industry ... and why AMSOIL is ahead of their competitors.

There is no better time to start your own home business and start building another stream of income for later (maybe your retirement).

We will delve into this more next month. Meanwhile, if you have questions don't hesitate to contact Don or Jon via E-mail.

Thanks for your enthusiasm in using AMSOIL advanced synthetic lubricating products.

One last thought...

We mentioned that dealers are not required to maintain an inventory, however, we have many customers who enjoy the convenience of being able to call or text us with the products they need and then swing by the same day to pick it up if we have it in stock. Several times a month, one of us (Don or Jon) will have a customer either in the middle of service, or wanting products for service the next day. Having the ability to have products on hand allows customers to get their order several days sooner than if they had shipped from the Amsoil warehouse.

I, Don (located in Lincoln), carry about 90% of what is offered by Amsoil, whereas Jon (located in Omaha) only carries about 10% of what is offered by Amsoil. If Jon has a customer with an immediate need requiring a product he does not carry, we often times work together to get the product to that customer in an expedited manner. Jon will then log on to Amsoil and order replacement products but have them shipped to my location. The idea is to ensure we are able to serve all of our customers as best as we can and as efficiently as possible.

This method allows us to increase customer satisfaction, yet does not require both of us to have a large stock-pile of the same products. It does require a little extra work on our end...but hey...if we aren't working then we're probably not doing our job.

Altrum Dares to Compare - Part 5

BENEFITS	HERBALIFE FORMULA 1	SHAKEOLOGY	ALTRUM NUTRITIONAL DRINK MIX
PROTEIN	9g Soy Protein	17g Whey and Pea Protein	10g Whey Protein
FIBER	12%	24%	24%
SUGAR	9g	6g	8g
FREE OF ARTIFICIAL COLORS, FLAVORS AND SWEETENERS	NO	YES	YES
SODIUM FREE	NO	NO	YES
CALCIUM	8%	30%	30%
Price	\$1.33 per shake	\$4.33 per shake	\$1.60 per shake

ALTRUM Nutritional Drink Mix clearly has higher quality than the popular Herbalife option, but still has a similar price point.

ALTRUM Nutritional Drink Mix and the Shakeology product have similar ingredients and formulations, but the Shakeology shakes are significantly more expensive.

Learn more at:

AltrumOnline.com

Information from herbalife.com and shakeology.com
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 As of 2/15/2014 (Prices and Formulations may be subject to change)

[ALTRUM Nutritional Drink Mix](#) has a rich chocolate flavor, that delivers high-quality whey protein, fiber, vitamins and minerals, enzymes, proprietary fruit and vegetable powder blend and HMB, a metabolite that can help reduce soreness from exercise and maintain lean muscle mass. * Combine one scoop with 8 ounces of cold milk or water for a delicious nutrition boost any time of the day.

Supplement Facts		
Serving Size 1 scoop (33 g)		
Servings per Container 30		
	Amount per Serving	% Daily Value
Calories 100		
Calories from Fat 5		
Total Fat	0 g	<1%*
Saturated Fat	0 g	<1%*
Total Carbohydrate	14 g	5%*
Dietary Fiber	6 g	24%*
Sugars	8 g	< 1%*
Protein	10 g	20%*
Vitamin A (as retinyl palmitate)	1250 IU	25%*
Vitamin C (as ascorbic acid)	18 mg	30%*
Vitamin D (as cholecalciferol)	120 IU	30%*
Vitamin E (as d-alpha tocopherol succinate)	10 IU	33%*
Thiamin (as thiamine HCl)	.5 mg	33%*
Riboflavin	.5 mg	30%*
Niacin (as niacinamide)	6 mg	30%*
Vitamin B6 (as pyridoxine HCl)	.7 mg	35%*
Folate (as folic acid)	120 mcg	30%*
Vitamin B12 (as cyanocobalamin)	2 mcg	33%*
Biotin	100 mcg	33%*
Pantothenic Acid (as d-calcium pantothenate)	3.5 mg	35%*
Calcium (as calcium carbonate)	300 mg	30%*
Iodine (as potassium iodide)	50 mcg	33%*
Magnesium (as magnesium citrate)	135 mg	34%*
Zinc (as zinc gluconate)	5 mg	33%*
Selenium (as selenomethionine)	24 mcg	34%*
Copper (as copper gluconate)	.7 mg	35%*
Manganese (as manganese gluconate)	.7 mg	35%*
Proprietary Fruit Blend	250 mg	**
Grape, grape seed extract, wild blueberry, wild blueberry extract, raspberry, raspberry seed extract, cranberry, prune, tart cherry, wild bilberry, wild bilberry extract, strawberry.		
HMB (calcium b-hydroxy b-methyl butyrate)	100 mg	**
Amylase	25 mg	**
Lipase	25 mg	**
Protease	25 mg	**

* Daily Values are based on a 2,000 calorie diet.
 ** Daily Value not established.
 Other ingredients: natural flavors, beet sugar, egg white, whey protein isolate, cellulose, corn fiber (Fibersol®), calcium caseinate, non-fat milk, xanthan gum, cocoa, safflower oil, salt, lecithin, stevia extract

Early Season Vegetable Gardening

Each winter, many gardeners eagerly look forward to getting back out into the vegetable garden. Most gardeners realize that the average last spring frost date in eastern Nebraska is May 15th. This means that until that date, some vegetable transplants or new seedlings planted outside before this date may need some extra protection in the event of a frost. However, many vegetables are very cold tolerant and can be planted long before the May 15th frost date. The following is a partial listing of cold tolerant vegetables and their approximate spring planting dates.

Asparagus crowns, collards, onion sets, garden peas, radishes, spinach and turnips- March 15th

Leeks, mustard, potatoes and swiss chard- March 30th

Beets, cabbage, carrots, bibb lettuce and leaf lettuce- April 5th

Making use of these cool season vegetables can provide an early vegetable harvest with extra sweet flavor. Some vegetables, like carrots and radishes, taste better when grown in cool weather and tend to get bitter or hot if growing temperatures are too warm. Most other vegetables including beans, cucumbers, eggplant, muskmelons, okra, peppers, pumpkins, squash, sweet corn, sweet potatoes, tomatoes and watermelon should not be planted until May 15th or a few days before.

As you think about preparing your garden be sure you are using good quality natural or organic fertilizers found on the AgGrand.com website.

Click on [Testimonials](#) (located at the bottom) to read about specific plant applications for success that using AgGrand brings.

Shop Talk with Jon Olson

Last month I took a look at my 2014 gas mileage log for my 2001 Ford F150 and analyzed some of the data. This month I will do the same but with my wife's car.

She drives a 2008 Hyundai Elantra with a 2.0L, 4 cylinder engine.

In 2014 she drove 8596 miles and averaged 27.6 miles per gallon.

She purchased a total of 324.6 gallons totaling \$1,023.27.

For every mile she drove, it cost about 12 cents in fuel (half of what it cost for my truck).

The highest price she paid per gallon was \$3.499 and the lowest price she paid per gallon was \$1.789.

She averaged 269.5 miles per tank before having to fill up and she filled up 33 times throughout the year. This averages about 3 times a month.

Throughout the year I performed the yearly maintenance tasks. Her vehicle did not require any repairs throughout the year.

During the 2015 year I anticipate having to replace the front disc brakes pads as the vehicle is nearing 60,000 miles. Aside from that repair, I don't anticipate any additional repairs. It is suggested by the manufacturer that the fuel filter be replaced so that is a suggestion I will consider also.

Dealer's Zone

By Don Olson ZO#4901

Q: What can I do to expand my AMSOIL business?

A: The fastest way is to sponsor new dealers and register Preferred Customers, Register Commercial Accounts and Retail (store) Accounts.

However, you must be willing to train new people and answer lots of questions.

Following are some less aggressive ways to help build your AMSOIL business:

- (1) Get an AMSOIL website (\$30.00 to get it set up and \$20.00 a year thereafter for maintenance).
- (2) Work on getting T1 Certified (for the leads program).
- (3) Purchase Business Cards and start handing them out ... to everyone!
- (4) Use the Products ... Use at least 1 new product every month.
- (5) Watch the training videos on the AMSOIL website to get acquainted with the products.
- (6) Order a Business Manual (\$35.00) and read it thoroughly.
- (7) Don't hesitate to ask for help. Ask the questions - Get the answers!
- (8) Look around the www.amsoil.com website. There's a multitude of information - all for free.

Amsoil Opportunities

T-1 Certification

The T-1 Certification Program is an educational series designed to provide a solid foundation on which to build your AMSOIL business. It allows AMSOIL to reward Dealers who demonstrate they have acquired the basic knowledge and customer service skills necessary to properly serve AMSOIL customers. The T-1 Certification Series books include information on all AMSOIL products and programs and provide guidance on how to sell AMSOIL products and administrate your AMSOIL business. Studying this series and knowing its contents will offer considerable support to your success as an AMSOIL Dealer.

For more information check out the G1329 brochure on line or order from AMSOIL.

AMSOIL University

Formal training on all facets of your AMSOIL business.

May 17 - 20, 2015 at Duluth, MN.

Check it out on line after logging in to www.amsoil.com website.

Don't miss it! This year will be the best yet!!!

Dealers Only.