

T1 Leads Program Review

2014 AMSOIL University



Factors Driving the Review



Dealer & Account
Feedback

Newly Published
Industry Metrics

T-1 Certified vs.
Qualified Data



T1 Assigned Leads and New Customers



Generated by AMSOIL, assigned to T1 Dealers

Advertising, Racing, Social Media, Events

AMSOIL cost for a lead/assigned customer is high

T1 Dealer's cost is low

\$10 commission and 1 new customer

Quality can vary, but getting better

T1 Lead system works, but overall results not acceptable



T1 Lead Statistics



Avg % of T1 Dealers eligible for leads - 38%

Avg number of assigned leads/Dealer/year - 7

Avg customer conversion of assigned leads - 10%



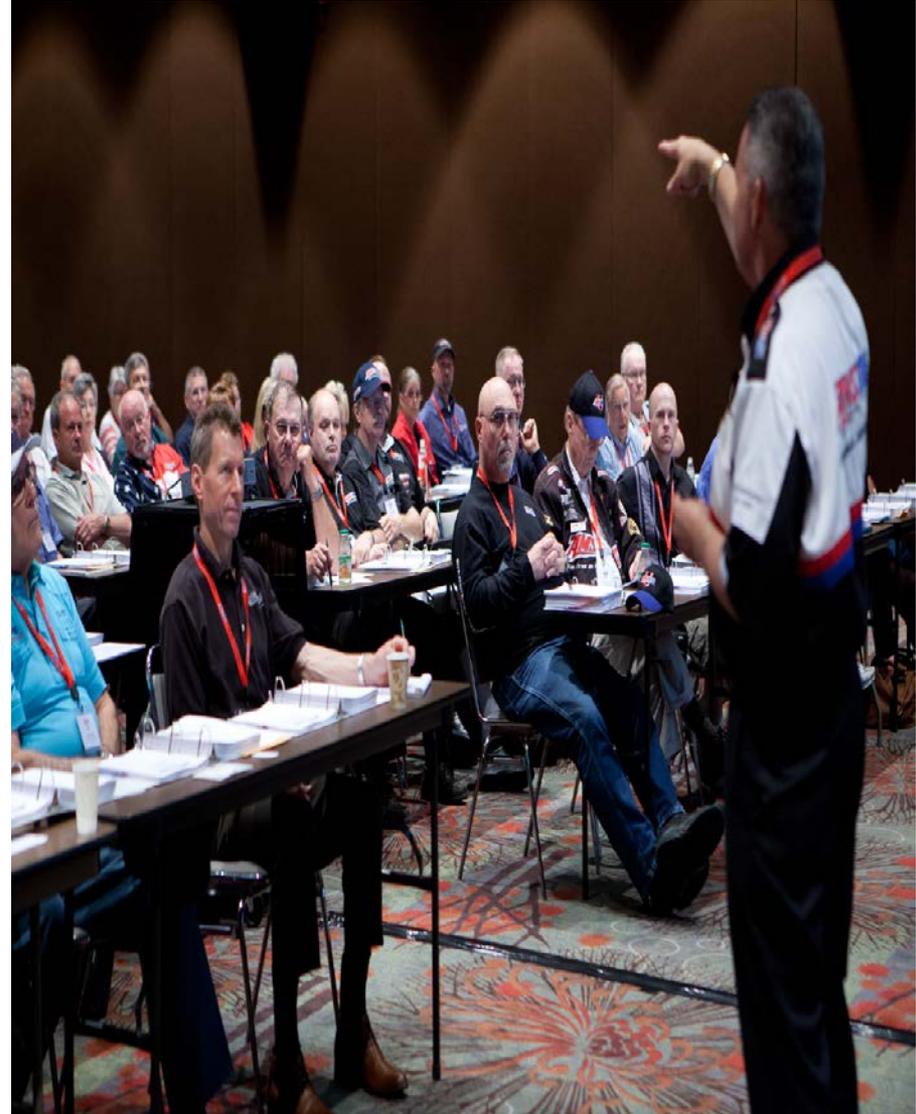
T1 Lead Statistics



Avg number of assigned customers/Dealer/year - 6

Avg retention of assigned leads who become customers - 65%

Avg (last 3 years and 2014 YTD) sales dollars per assigned customer - \$424



Lead Response Times



Median time-Dealer accepts lead

6 hours

Contact with the prospect - ?

Inside Sales Research Report

Median response time average business

3 hours

Contact with prospect – yes

Median response time-retail market

1 hr 55 mins



Lead Response Times



Average time for a Dealer to accept a lead- 14 hours

34% of leads are accepted at 12 hours or longer



Lead Contact Attempts



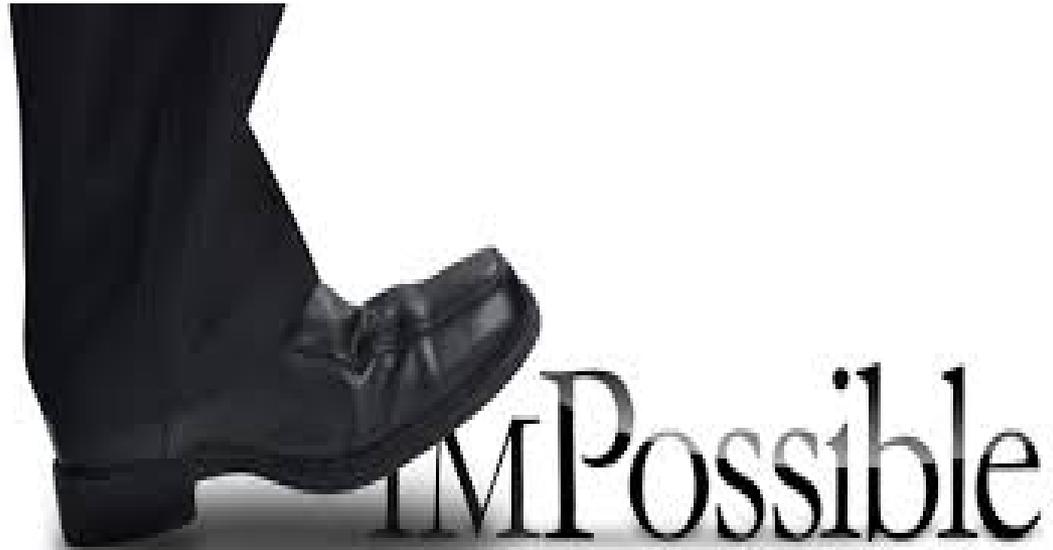
How persistent are you?

Average phone attempts
from AMSOIL Dealers - ?

Average business-phone
attempts – 3 (which is still
low)

Lead reassignment rate of
~5%

- ✓ Vast majority
reassigned only once



Continuous Improvement



Data isn't terrible

Doesn't include timing of Dealer actually contacting lead

Shortening acceptance time will shorten time lead has to wait for follow up

B2C industry research:

Optimal time for a telephone contact (best chances of converting to a customer) after requesting info, and receiving an auto responder email, is 15 minutes or less. The longer it takes the less likely they will convert.



Dealer Barriers to Success



Availability

Access – to the system, you, AMSOIL

Follow through and follow up

Knowledge

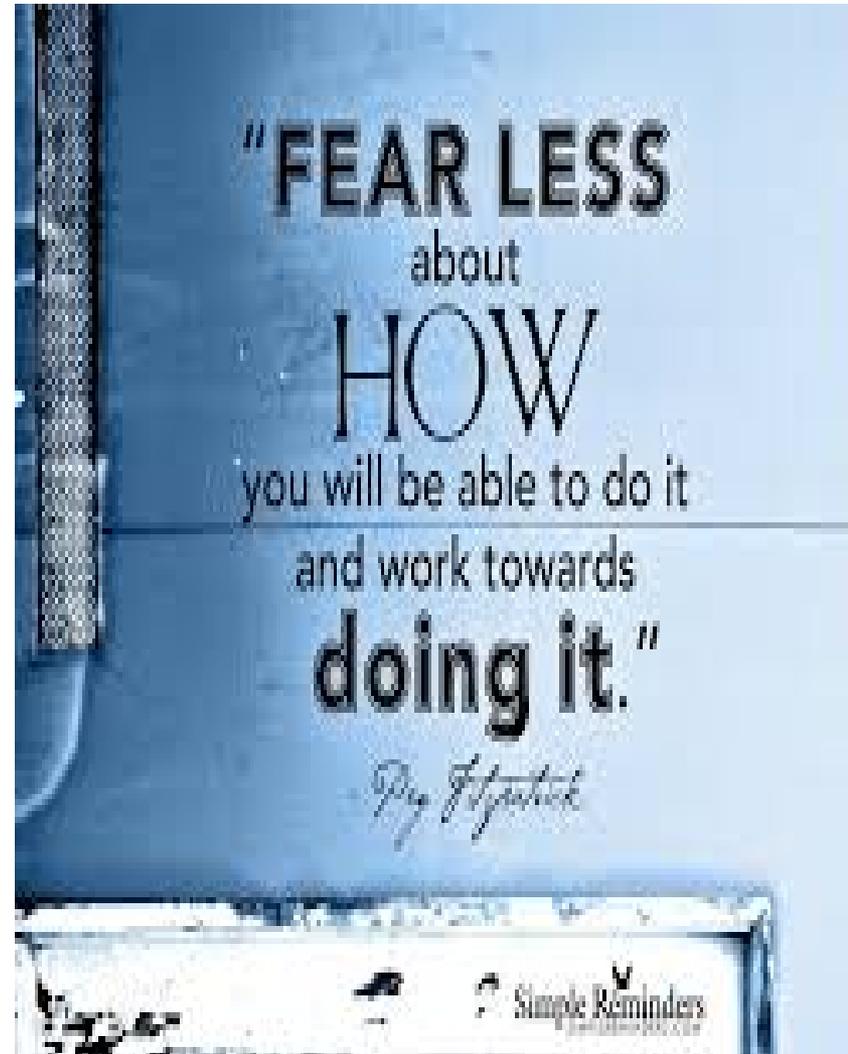
Personal customer service

Top 3 reasons for not receiving leads

Follow up issues, Missed Lead, 1 new customer

Results for these Dealers? Quality of leads, conversions, sales, retention?

Down!



Dealer Traits of Success



Availability

Access

Follow through and follow up

Knowledge

Personal customer service

Results for these Dealers? Quality of leads, conversions, sales, retention?

Up!

Action is the
foundational key
to all success.

~ Pablo Picasso

DO IT RIGHT

Moving Forward Together

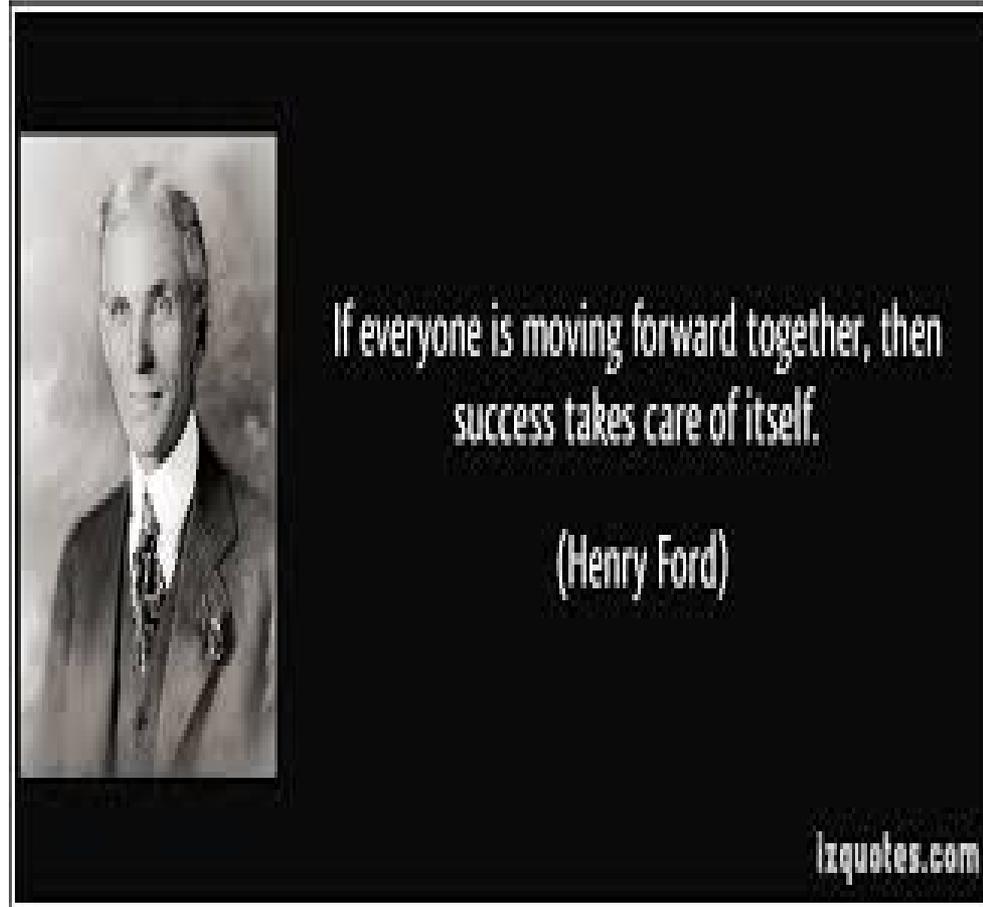


Need to improve

Tools and Resources are available

Commitment and Urgency in Action

- ✓ Create and publish your schedule
- ✓ Take steps to ensure connectedness
- ✓ Consistently follow through and follow up
- ✓ Commit to learn
- ✓ Personally serve your customers



T1 Program Changes



Raising the bar is good because:

Customers win

Dealers win with more/ happier
leads

AMSOIL wins



The "Bar" today



Bar set in 2010

\$10 in commissions

5 active customers or

1 new customer in 6 months

- AMSOIL assigned T1 customers and leads that converted to customers were included



The New "Bar" Tomorrow



New bar starting September 1,
2014

\$10 in commissions

5 qualified customers or

1 new qualified customer in
6 months

AMSOIL assigned T1
customers not included



Related Activities



We will begin analyzing the patterns of only AMSOIL T1 assigned customers & leads

Goals are:

Better understand effectiveness of processes and personal experience of new customers

Use that information where needed to make thoughtful changes

Expected result:

Increase in lead conversion, customer purchases and retention

Improvement to the customer experience



Conclusion



Perception of Service is Changing

Lead Response Time Improvements

Use the Tools!

Teach Your PGs

Great Customer Service is King

