

AMSOIL[®]

DirectLine

UP TO THE MINUTE INFORMATION FOR AMSOIL DEALERS AND DIRECTS

December 1, 2007

Briefly

Why are Canadian prices still higher than U.S. prices?

Despite recently implementing a price discount on all Canadian orders to compensate for recent fluctuations in the exchange rate between U.S. and Canadian dollars, questions remain as to why Canadian customers are not paying the same or lower prices as U.S. customers. In today's world economy it may seem that pricing should be fixed regardless of where the product is made or sold. However, for many U.S. and Canadian companies this isn't the case. The primary reason price parity isn't possible is because AMSOIL is a U.S. based company selling products in a foreign country (Canada). Therefore, pricing in Canada is higher due to business and administrative issues that are independent of currency exchange rates, including wages, taxes, import/export requirements, administrative costs, corporate structure and bilingual labeling. These issues contribute to higher costs associated with AMSOIL products sold in Canada. AMSOIL will continue to do its best to keep costs down and maintain fair product pricing for all customers in the U.S. and Canada.

Update Product Pages

As lubricant specifications and information change, AMSOIL updates the product information in its literature and on its website. It is the responsibility of AMSOIL Dealers to insure their websites also reflect current information and specifications. AMSOIL highly recommends Dealers periodically review the content and links on their websites to insure they are current.

Team AMSOIL Starts Snocross Season Strong

Team AMSOIL racers Ross Martin and D.J. Eckstrom finish first and second in Pro Super Stock class, and Martin earns a third place podium finish in Pro Open class.

The 2007-2008 WPSA snocross season got off to an exciting start at the AMSOIL Duluth National in Duluth, Minn. on Thanksgiving weekend. Team AMSOIL racer D.J. Eckstrom kicked off the weekend by winning all three of his Winter X Games qualifying heats on Friday, while teammate Shaun Crapo picked up a second, a third and a win in his qualifying heats. Eckstrom and Crapo each earned wins in the finals to qualify for the 2008 Winter X Games in Aspen, Colo. Racers Ross Martin and Matt Judnick of Judnick Motorsports, which signed a one-year sponsorship contract with AMSOIL in the off-season, will also be competing for medals at the 2008 Winter X Games.

Team AMSOIL racers continued to dominate in the Pro Super Stock final on Saturday, with Martin grabbing the early lead and Eckstrom working his way up from eighth place to catch him. They battled for 22 of 24 laps before Eckstrom was held up by lapped traffic, allowing Martin to take the win and Eckstrom to earn a hard fought second place podium finish. Martin's teammate Judnick finished 10th, while Eckstrom's teammate Crapo finished 11th.

Team AMSOIL had another solid day of racing on Sunday in the Pro Open final. Martin again grabbed an early lead, with Eckstrom right behind him in second. By race's end, Martin earned a third place podium finish with Eckstrom finishing right behind him in fourth. Judnick finished seventh and Crapo finished eighth.

Pro Super Stock Final Results

- 1) **Ross Martin**
- 2) **D.J. Eckstrom**
- 3) Mike Schultz
- 4) TJ Gulla
- 5) Levi LaVallee
- 6) Tucker Hibbert
- 7) Blair Morgan
- 8) Ryan Simons
- 9) Robbie Malinoski
- 10) **Matt Judnick**
- 11) **Shaun Crapo**
- 12) Dave Allard
- 13) Carl Schubitzke
- 14) Ian Hayden
- 15) Katejun Coonishish

Pro Open Final Results

- 1) Tucker Hibbert
- 2) Levi LaVallee
- 3) **Ross Martin**
- 4) **D.J. Eckstrom**
- 5) Mike Schultz
- 6) TJ Gulla
- 7) **Matt Judnick**
- 8) **Shaun Crapo**
- 9) Ryan Simons
- 10) Carl Schubitzke
- 11) Blair Morgan
- 12) Robbie Malinoski
- 13) Mathieu Morin
- 14) Brett Turcotte
- 15) Parker Brown

D.J. Eckstrom



Shaun Crapo



Selling to Hesitant Customers

You've done everything in your power to encourage a customer to make a purchase. You've qualified the customer, asked probing questions, uncovered needs, delivered an excellent presentation and responded to each objection. They agree with everything you say, but the customer keeps delaying his or her decision. What now?

"It's important that the salespeople dig to find out the real reason or what the hold-up really is," says Andris Zoltners, professor of marketing at the J.L. Kellogg Graduate School of Management at Northwestern University. "That takes persistence and asking open-ended questions. It may be that there is another person in the picture in terms of making a buying decision, or the customer just doesn't think that what you're selling offers enough value. The hesitancy could stem from a host of things, some of which may not even involve you or your product."

Zoltners suggests salespeople do some introspection when faced with hesitant customers. "Is the prospect hesitant to commit because of something the salesperson did or didn't do?" he asks. "Maybe the salesperson hasn't provided enough information. Maybe the value proposition isn't clear. Maybe the economic benefit or payment terms aren't clear. It could be a lot of things that the salesperson is doing that are hindering the sale from going forward."

Salespeople have a tendency to want to speed the sales process, but Zoltners suggests they may need to slow it down instead and proceed at a pace more comfortable for the customer. "It may be that



the customer has no hidden objection and simply wants to take more time before committing to the offer," he says. "Then it's difficult to create a sense of urgency. In that case, the salesperson needs to be patient, have understanding, and help nudge the customer along."

According to sales consultant Myers Barnes, "There are four things that all customers need to have answered before they will ever make a commitment. They are: Why should I buy this from you? Why should I buy from your company? Why should I buy your products? and Why should I buy this today?"

"All of these questions are important and the salesperson should have answers, especially for the fourth one that deals with urgency. If a salesperson doesn't provide a compelling reason for a customer to buy at a certain time, it lets the customer completely off the hook and the sale can stall."

Sales often stall when a salesperson doesn't have a sales strategy that continuously moves the customer forward or doesn't know how to handle objections or the

close. "Salespeople need to have a strong, well-planned presentation and know how they want that specific sale to progress," says Barnes. "Customers need to be led. Once a customer starts making decisions in the sales process, the salesperson has lost control and now the customer is calling the shots. Remember, every great general who won battles had already won them before he arrived on the battlefield."

"Salespeople need to develop their own list of common objectives and pre-plan responses. How can you overcome an objection if you don't have pre-planned responses and a selling strategy?"

Barnes urges salespeople to be prepared to close. "All professional salespeople have at least seven to nine strong closes they have rehearsed and know frontwards and backwards," he says. "Closing itself is a logical conclusion to a sales presentation. If you've qualified the prospect, uncovered needs and wants, made a good presentation, handled objections, and answered questions, the act of closing is a natural conclusion. But the closing questions still need to be asked."

How much patience is too much when dealing with a hesitant customer? "The economists would say that it's time to give up when the expected value of the sale drops below the cost of the effort," says Zoltners. "It's like the game of tennis. There are players who, if they're down five games in the first set, decide to forget about it and concentrate on the next set. Then there are players who are going to play every point to the max. Personally, I don't believe salespeople should ever give up."

HDT USA Land Speed Records Become Official

Prior to Bonneville Speed Week 2007 last September, Hayes Diversified Technologies (HDT USA) President and CEO Fred Hayes had driven his company's diesel-powered motorcycles to an impressive eight world and four national motorcycle land speed records. Coming into Speed Week, the AMSOIL-sponsored HDT USA team was looking to add to its collection of official land speed records. They did just that, setting two new national and international records. Those records are now official and certified by the American Motorcyclist Association (AMA). Byron Schmidt set a new record in the 750 MPS D class of 103.321 miles per hour, breaking the old record of 101.617 mph, while Hayes set a new record of 110.432 mph in the 750 MPS DB class, shattering the old record of 105.147 mph.



Top-Selling Filters and Aftermarket Products

For Dealers who stock filters and aftermarket products, the following were the top-selling products in their respective lines in order of popularity from May 1 through November 1:

Ea Oil Filters

EAO11
EAO42
EAO57
EAO29
EAO13
EAO32
EAO64
EAO20
EAO34
EAO23



EaAR Air Filters

EAAR2103
EAAR2144
EAAR2104
EAAR2145
EAAR2143
EAAR2141
EAAR2106
EAAR2102
EAAR2146
EAAR2105



WIX Filters

57082
57210
24944
57060
51356
51372
51085
51393
46814
57701



Ea Air Filters

EAA123
EAA189
EAA191
EAA74
EAA49
EAA08
EAA106
EAA29
EAA200
EAA728



Ea Universal Air Induction Filters

EAAU3050
EAAU4510
EAAU4090
EAAU6080
EAAU3570
EAAU3560
EAAU4095
EAAU4091
EAAU3590
EAAU3051



Mothers Products



06108SN Back-to-Black
05141SN Powerball Mini w/ Extension
06312SN Leather Cleaner
06412SN Leather Cleaner
06208SN Plastic Polish
10016SN Reflections Car Wax
07240SN California Gold Clay Bar System
20016SN FX SynWax
08408SN California Gold Scratch Remover
05140SN Powerball

Ea Motorcycle Oil Filters

EAOM134C
EAOM103
EAOM135C
EAOM109
EAOM134
EAOM103C
EAOM135
EAOM136C
EAOM122
EAOM109C



Twin Air Products

159016
150209
159003
159015
156140
152213
159006
159018
153215
159004



Trico Products

T16220
T201
T221
T16200
T16240
T16180
T181
T241
T16190
T191



Ea Motorcycle Air Filters

EAAM46199
EAAM25
EAAM43701
EAAM22
EAAM33096
EAAM33196
EAAM33104
EAAM24
EAAM46299
EAAM26



Donaldson Filters

ELF7349
P550743
P550430
P603577
P550437
ELF7405
P554005S
ELF3998
P551311S
P558000S



NGK Products

NGK7164
NGK3951
NGK5464
NGK3764
NGK6441
NGK6418
NGK7252
NGK2238
NGK2771
NGK2313



Ea Pre-Filters

EAPF21	EAPF24	EAPF20
EAPF08	EAPF04	EAPF06
EAPF09	EAPF10	EAPF11
EAPF07		





UPDATES

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Tuesday, December 25 for Christmas Day and Tuesday, January 1 for New Year's Day. The Toronto Distribution Center will be closed Wednesday, December 26 for Boxing Day.

ChampBoat T.V. Schedule

Team AMSOIL powerboat racer Terry Rinker won the Grand Prix of Savannah and secured third in the final 2007 ChampBoat Series points standings. Watch all the exciting action of the 2007 season on the Speed Channel. Schedule subject to change. All times Eastern.

ChampBoat Series coverage on the Speed Channel:

Grand Prix of Augusta	
December 8	11 a.m.
Dow Bay City River Roar	
December 15	11 a.m.
Bud Light St. Louis Grand Prix	
December 22	11 a.m.
Grand Prix of Kentucky	
December 29	11 a.m.
Roar of the Rockies	
January 5	11 a.m.
Grand Prix of Savannah	
January 12	11 a.m.
F1 ChampBoat Season Review	
January 19	11 a.m.

AMSOIL Open for Business on December 3 Computer Upgrade Rescheduled

AMSOIL has been working for many months on a significant upgrade to its computer software, which was planned for launch December 4, 2007. To accommodate the upgrade, AMSOIL announced telephone ordering would be closed on December 3. However, in order to ensure a smooth transition, AMSOIL has rescheduled the implementation of the software upgrade to January 2, 2008, making the closing on December 3 unnecessary.

When the upgrade is complete, there will be many benefits for all Dealers, accounts and customers. Dealers may have heard about the progress of the upgrade at the Regional Fall Sales Meetings, which was an update to the information provided at AMSOIL University 2007, in the November *Action News* and in the *Hotwire*.

The following is the current plan with regard to key dates and activities:

December 28 will be the last day to place orders through telephone ordering. Orders which have been placed, but not picked up at the distribution center before 4 p.m. on Friday, December 28 will be final processed and the credit card will be charged. AMSOIL will be unable to make changes to orders once they are final processed. These orders may be picked up Wednesday, January 2.

December 29 – January 1 (and beyond): Customers will be able to place orders through the Internet. These orders will be processed and shipped during the first week of January (starting on January 2), but shipping may be delayed by 24 to 48 hours.

December 31: Because it is part of the computer systems conversion, the telephone ordering department will be closed. Customers calling the order line will hear a message informing them of the closure. Customers who call the switchboard and ask to be transferred to telephone ordering will be told their calls cannot be transferred. In addition, because distribution center employees will also not have access to the computer systems, please do not attempt to place or pick up orders at distribution centers. All other AMSOIL business functions will be operating as usual on this date.

January 2: The new and improved JD Edwards computer system will be operational.

Watch the *Hotwire* and *Direct Line* in the days leading up to the new projected "Go Live" date of January 2 for further details on specific dates and activities.

Because this information will not be included in the *Action News*, it is imperative to communicate this information to your downline. Thank you for your understanding.

December Close Out

The last day to process December orders in the U.S., Canada and Puerto Rico is the close of business on Monday, December 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. CST on that day. The last day to process December orders in Alaska is the close of business on Saturday, December 22. All orders received after these times will be processed for the following month. Volume transfers for December business will be accepted until 3 p.m. CST on Friday, January 4. All transfers received after this time will be returned.

Holiday Activities

The AMSOIL corporate headquarters will close at 12 p.m. CST on Friday, December 14 for holiday activities. Limited telephone ordering personnel will be available for orders, so AMSOIL asks that Dealers not attempt to contact corporate staff via the 1-800 ordering number during this time so as not to overload the limited staff. In addition, placing Dealer orders in advance of this time and day would be appreciated to aid in keeping the lines clear for customers.

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