



FIELD SALES TOOLS SERIES

**AUTOMOTIVE/WORK TRUCK FLEETS
FIELD SALES TOOL**

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While most associate the term “fleet” with large over-the-road trucking companies or bussing companies, it also applies to smaller businesses as well. This Field Sales Tool helps identify the numerous sales opportunities in the automotive/work truck fleet market. It also provides the ability to present cost savings information that helps convert prospects into AMSOIL customers.

What is an Automotive/Work Truck Fleet?

Automotive/work truck fleets consist of passenger vehicles, vans, pickups and SUVs. From small owner-operator businesses to companies with over 100 units, the market is huge and the potential for sales exists almost everywhere. Minimal Internet or Yellow Pages research identifies numerous fleets within this market:

- Taxi
- Police
- Sheriff
- Parts Service/Delivery
- Floral
- Pest Control
- Landscape Maintenance
- Construction
- Electrical Contractor
- Snow Plow Operations
- Mobile Glass Replacement/Repair
- Plumbing Contracting
- Airport Shuttle Services
- Security
- Medical Equipment
- Catering Services
- Pool Cleaning and Maintenance
- Furniture Delivery
- Convenience Store Delivery
- Tree Removal Service
- Towing
- Vending Machine Supply Service
- Chimney Cleaning Service
- Beverage Distributors
- Commercial Laundry Service
- Roofing Contractors
- Satellite Dish Installation
- Locksmiths
- Cleaning Services

The list above is just a partial example. Most importantly, all of these businesses provide an important service of some kind. Without these services, businesses and residential customers face major inconveniences. That is one reason such businesses require reliability from their fleets of service vehicles.

The Importance of Maintenance

Many companies within the automotive/work truck fleet market are family-owned and -operated. They generally operate in a competitive market and are always looking for new ways to improve their bottom lines. Some don't consider their work vehicles part of a fleet. Owner-operators often have many other duties besides managing their company vehicles. In many cases, these managers do not have a lot of time to spend on fleet management issues, even though they realize their vehicles are crucial to their continued success. Such managers have many aspects of a business to coordinate and cannot focus only on managing cars and trucks. There are two primary concerns that you should be focusing on when approaching a small automotive/work truck fleet:

1. Severe Service

Most automotive/work truck fleet vehicles operate under severe service. AMSOIL defines severe service as frequent short trips driving less than ten miles (16km), excess idling, frequent towing, plowing or hauling heavy loads and frequent driving in dusty conditions. Taxis, police cruisers, delivery vans and other fleet vehicles routinely encounter stop-and-go driving and short drives. Construction company pickups often operate in dusty conditions while hauling or towing equipment.

2. Maintenance

Preventative maintenance is critical to profitability. This is where an AMSOIL Dealer plays a role as educator. By properly maintaining fleet vehicles, companies can reduce downtime and increase profitability. Therefore, it is vitally important Dealers understand a potential customer's maintenance program. This enables them to provide the customer the most cost-effective options. Use the Fleet Questionnaire beginning on page nine to gather the necessary information.

Savings of time and money practicing extended drain intervals benefit most fleet businesses. Reducing the frequency of routine maintenance is a very effective way to help improve a company's bottom line. Many fleet businesses practice drain intervals of 3,000 to 5,000 miles, requiring oil changes as often as every month. Multiplying the required quarts of oil each month by 12 months and adding the cost of filters quickly adds up. In contrast, just switching one vehicle to AMSOIL Signature Series Synthetic Motor Oil and practicing 25,000-mile/one-year

Notes

By definition, light-duty trucks have payload capacities of less than 4,000 pounds. Popular examples include...

- Ford Power Stroke
- Dodge Cummins Turbo Diesel
- Chevrolet Duramax

However, many owners do not refer to their vehicles as light-duty because it implies the truck can't handle heavy work. This document refers to such work fleets as the automotive/work truck fleet market.

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Sales Tip: As a Dealer it is your job to inform your prospect how AMSOIL products can help reduce maintenance costs. This is a great opportunity for you to solve a common problem. Extended drain intervals mean less money spent on oil and maintenance.

drain intervals results in significant savings.

36,000-Mile Example*

Using conventional oil and 3,000-mile drain intervals:

12 oil changes per year x 5 quarts = 60
60 x \$3.75/qt. = **\$225**

Using AMSOIL 5W-30 Signature Series Synthetic Motor Oil and 25,000-mile drain intervals:

2 oils changes per year x 5 quarts = 10
10 x \$7.85/qt. wholesale = **\$78.50**

\$146.50 in savings on oil alone

**Example only. Based on February 2012 figures. Prices subject to change.*

Even driving under severe-service conditions and practicing 15,000-mile drain intervals, using AMSOIL still saves **\$107.25**. Demonstrating potential savings to fleet prospects helps generate interest and sales. Be sure

to obtain accurate figures for oil cost, drain interval, oil quantity, etc. prior to completing calculations for prospects.

Depending on the business, Dealers can offer automotive/work truck fleets significant savings through extended drain intervals. In addition to cost savings and added convenience, maintaining a fleet of vehicles with AMSOIL products also provides the following benefits, even for those using OE Synthetic Motor Oil for original equipment manufacturer-recommended drain intervals:

- Superior wear protection for maximum engine life
- Improved fuel economy
- Easier cold starts for maximum battery life.
- Reduced operating temperatures to help extend engine life
- Reduced engine deposits for maximum efficiency
- Reduced exhaust emissions
- Less waste oil to dispose

PROSPECTING FOR AUTOMOTIVE/WORK TRUCK FLEETS

History has proven that Dealers who start with small fleets and build up toward larger prospects as they gain experience are the most successful. For those who are new to the automotive/work truck fleet market, it is best to approach accounts in rural areas or smaller fleets in big cities. AMSOIL does not recommend approaching large national fleets like Federal Express or UPS.

Owner-Operators

Owner-operators offer a good starting point. Prospects in this category may own as few as one or two vehicles and as many as five or ten. It is important not to underestimate the potential of the independent contractor down the street or a friend who may be a do-it-yourself handyman. At first glance, these examples may not seem like solid prospects, but keep in mind the average fleet has many other applications for AMSOIL products.

By focusing on small owner-operator prospects, Dealers gain the opportunity to provide the wide range of AMSOIL products to a customer and to practice necessary sales skills prior to calling on a larger prospect. In most cases, the owner-operator is the decision maker when it comes to purchasing. People who operate small businesses are very aware of value. Dealers should demonstrate the ways AMSOIL can save a business

money and increase profits. This is the first step in building a successful new AMSOIL account.

In some larger companies, a mechanic or service manager orders product. It is important to identify this person and make contact early to establish a successful account.

Dealer and Preferred Customer Programs

The best way to approach owner-operators with small fleets is through the AMSOIL Dealer or Preferred Customer programs. Registering as Dealers or PCs allows them to purchase AMSOIL products at wholesale prices. They have the opportunity to use AMSOIL in their personal vehicles and equipment and develop an appreciation for the products. The goal is to encourage them to begin using AMSOIL in their fleet vehicles as well.

Commercial Account Program

Most automotive/work truck fleets qualify as commercial accounts. Commercial accounts buy at wholesale pricing; in addition, purchase and freight discounts are available for large fleets that have the financial capability to purchase large quantities of product. See the Commercial Account Ordering Information Sheet (G2602, G8602 Can.) in the Dealer Zone for details.

Notes

Sales Tip: Dealers, Preferred Customers and commercial accounts pay wholesale pricing for AMSOIL products, providing substantial savings.

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Owner-Operators Mean Additional Sales Opportunities

Fleet owner-operators are potential users of AMSOIL products for other applications as well.

- Personal vehicles
- Powersports equipment
- Lawn & garden equipment

THE SALES PROCESS

The number-one job in all sales presentations is to earn the right to ask for the order. Taking the following steps can help Dealers reach that point.

Step #1:

Personal & Company Introductions

When speaking with a prospect, an introduction that differentiates yourself from the competition works best. Give the prospect a reason to meet with you. By doing so, the prospect realizes he or she has something to gain from the meeting. Here is an example:

“Hello Steve, my name is John Doe. I am an Independent AMSOIL Dealer. AMSOIL is the leader in synthetic lubricants and filtration products. Our products can reduce the frequency of routine maintenance on your vehicles, while maximizing reliability and uptime. AMSOIL is the leader in synthetic lubrication for the demanding operational challenges people running a business like yours face every day.

Would you please meet me for 15 minutes over a cup of coffee and see how you can benefit from our products? We have proven products that reduce maintenance for your vehicles and provide increased component protection. That means less wear and longer equipment life. Your time will NOT be wasted, because your day-to-day challenges are very important to me.”

Your prospect will more than likely have questions for you, or will raise an objection at this point, which means that you have captured their attention. This is where the real sale begins.

Successful Dealers have learned that you must be prepared with a dialogue that will yield an appointment and a face-to-face meeting. Welcome their questions and use this opportunity to ask questions of your own. This will allow you to move to the next step in the sales process.

Step #2:

Set an Appointment

When setting an appointment, remember that you must develop and ask “yes” questions, which are questions that encourage the prospect to respond to you with a positive reply. This is a basic technique that helps build rapport.

Another important part of any sales call is to have statements that provide you with information that will help your sales efforts.

Here are some examples of attention-getting statements that you can use to engage prospects and encourage them to meet with you:

- How many vehicles are in your fleet?
- What are the models of the vehicles?
- Do you purchase your vehicles new?
- How many years and miles do these vehicles accumulate?
- What is the average mileage of these vehicles per year?
- What type of driving conditions does your fleet encounter?
- How many drivers per vehicle?
- Do your drivers work in shifts?
- If so, how many shifts per day?
- Do you designate vehicles for certain shifts?

Step #3:

Use the Appropriate Product Marketing Materials

Once you understand the prospect's needs, AMSOIL marketing materials can help pique customer interest and identify areas where AMSOIL products will be beneficial. As an independent AMSOIL Dealer, it is your responsibility to have sufficient knowledge about the company and its products. Your degree of credibility as a salesperson rests on your ability to fulfill your prospect's needs. Therefore, a solid understanding of the benefits that AMSOIL products provide is essential. Remember, with knowledge comes the ability to overcome obstacles in the sales process. The following materials help answer prospects' questions. Most literature items are available to view free in the Dealer Zone.

- Product Catalog (G290)
- Autos & Light Trucks Brochure (G2779)
- AMSOIL Filter Brochure (G2202)
- Product Recommendation & Drain Interval Guide (G1490)
- AMSOIL Corporate DVD (G2143)

Before introducing any products to your fleet prospect, obtain a current copy of the AMSOIL Product Recommendation & Drain Interval Guide. This tool helps build credibility with your prospect. By addressing new vehicle recommendation changes to closely match today's operating environments, you are demonstrating the ability to fulfill your prospect's needs. The Product Recommendation & Drain Interval Guide features application guidelines for all categories of vehicles and equipment. Recommendations are

Notes

Sales Tip: Good statements and questions get to the heart of your prospect's needs very quickly and without the buyer feeling like he or she is being pushed. Try not to use statements or questions that can be answered “no”.

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Sales Tip: Keep a copy of the AMSOIL Product Recommendation and Drain Interval Chart (G1490) close by to answer an account's application questions. Also, become familiar with My-AMSOILGarage™, a free online maintenance tracking system available at www.amsoil.com that works in conjunction with the Auto and Light Trucks Product Lookup Guide.

for both mileage and time in service. Armed with this piece, a Dealer can provide a prospect with on-the-spot information regarding:

- AMSOIL product recommendations in 11 categories
- Drain interval recommendations for motor oils
- Drain intervals based on both normal and severe service

MyAMSOILGarage™

Product recommendations are also available using the Auto and Light Trucks Product Lookup Guide available on www.amsoil.com. A great method for accessing the information contained in the product lookup guide

is by using MyAMSOILGarage, a free online vehicle maintenance tracking service. By showing prospects they can establish a MyAMSOILGarage account for free to track all their vehicle maintenance, Dealers are providing fleets a valuable service that can help save time and streamline maintenance. The service is easy to understand and can be used even by prospects not yet ready to become accounts, ensuring they are exposed to AMSOIL products and messaging, which can encourage them to become accounts down the road. Ensure the prospect enters your ZO number in the “Referral” field when establishing their account. That way, any purchase they make is credited to you.

AMSOIL PRODUCTS FOR AUTOMOTIVE/WORK TRUCK FLEETS

AMSOIL formulates a complete line of synthetic lubricants, filtration products and fuel additives tailored to meet the increased demands of fleet vehicles. AMSOIL products provide cost savings through extended drain intervals, maximum fuel economy and optimum equipment life.

Gasoline Motor Oils

Because of their broad use, AMSOIL synthetic motor oils for gasoline engines are a great area in which to concentrate your sales efforts.

- Signature Series Synthetic Motor Oil
- XL Synthetic Motor Oil
- OE Synthetic Motor Oil

Sales Benefits

- Signature Series Synthetic Motor Oil is recommended for drain intervals of up to 25,000 miles/12 months (15,000 miles/12 months in severe service). They provide the best overall value and help fleets reduce environmental impact due to less oil used. XL Synthetic Motor Oil is recommended for 10,000-mile/six-month drain intervals, or longer where recommended by electronic oil life monitoring systems. Both reduce costs through extended drain intervals.
- AMSOIL synthetic motor oils reduce friction for optimum fuel efficiency, helping fleet owners save money on fuel.
- Synthetic chemistries help AMSOIL synthetic motor oils resist deposits and wear better than conventional oils, promoting maximum life for reduced maintenance costs.

- The low pour points of AMSOIL synthetic motor oils allow them to remain fluid in frigid climates, helping engines start quickly and reliably on cold winter mornings.
- OE Synthetic Motor Oil is recommended for the duration of original equipment manufacturer (OEM)-recommended drain intervals, alleviating warranty concerns fleet owners may have over extended drain intervals. It also fulfills the requirements of most public and private purchasing bids. They are cost-effective, making them ideal where synthetic motor oil is specified.

Diesel Motor Oils

Even though this document focuses primarily on automotive gasoline fleets, you will invariably encounter some fleet prospects with diesel vehicles. It is important to be aware of the outstanding diesel products offered by AMSOIL.

- Premium API CJ-4 Synthetic Diesel Oil
- 15W-40 Synthetic Heavy Duty Diesel and Marine Motor Oil
- 10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil
- Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil
- OE 15W-40 Synthetic Diesel Oil

Sales Benefits

- In fleet vehicles, all the diesel oils listed above *except* OE 15W-40 Synthetic Diesel Oil are recommended for three times OEM recommendations, not to exceed 50,000 miles/600 hours or one year. Extended drain intervals save fleets money and time due to less oil used and fewer hours spent performing routine maintenance.

Notes

Do not oversell. Many sales can be lost by scaring away your prospect with a 15,000- to 25,000-mile oil drain interval. Only sell the interval the prospect is comfortable with. If practicing 4,000-mile drain intervals, they may be more satisfied moving up to an 8,000-mile interval—with a long-term goal of reaching 12,000-mile oil drains. Make it a comfortable transition for them.

- OE Synthetic Diesel Oil is recommended for the duration of OEM-recommended drain intervals. It alleviates warranty concerns fleet owners may have over extended drain intervals and provides a lower-initial-cost option for those desiring the benefits of synthetics. • AMSOIL synthetic diesel oils are also excellent for use in gasoline engines, helping fleets consolidate inventory.
- AMSOIL synthetic diesel oils reduce friction for maximum wear control. They resist high-temperature breakdown to help keep components clean and deposit-free. They resist soot-related viscosity increase for maximum oil life and effectiveness.
- Premium API CJ-4 5W-40 Synthetic Motor Oil and Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil are formulated to maximize fuel economy for reduced costs.
- Premium API CJ-4 Synthetic Motor Oil is compatible with all exhaust treatment devices and is designed to extend the life of diesel particulate filters.

Synthetic Automatic Transmission Fluids

While many prospects have some knowledge of motor oil, few pay as much attention to their transmission fluid. For that reason, you may find it easier to get your foot in the door promoting AMSOIL synthetic automatic transmission fluids. While the majority of transmission applications are automatic, some manual transmissions require other fluids. Consult the owner's manual or the AMSOIL Auto & Light Trucks Product Look-up for specific product recommendations.

- Multi-Vehicle Synthetic Automatic Transmission Fluid
- Fuel Efficient Synthetic Automatic Transmission Fluid

Sales Benefits

- Multi-Vehicle Synthetic Automatic Transmission Fluid is recommended for 100,000-mile drain intervals in normal service (50,000 miles in severe service); Fuel Efficient Synthetic Automatic Transmission Fluid is recommended for 100,000 miles in normal service; 50,000 miles in severe service, or per OEM recommendations, whichever is longer. They save money and time due to extended drain intervals.
- Multi-Vehicle Synthetic Automatic Transmission Fluid resists oxidation two times

longer than required for petroleum ATFs, helping components remain cleaner and last longer.

- Fuel Efficient Synthetic Automatic Transmission Fluid is formulated with a lower viscosity to promote increased fuel efficiency while providing exceptional wear protection. The synthetic chemistry of Multi-Vehicle Synthetic Automatic Transmission Fluid also reduces friction and maximizes energy through-put.
- Multi-Vehicle Synthetic Automatic Transmission Fluid is excellent for power steering units and hydraulic equipment, allowing fleets operating backhoes, tractors, forklifts and other equipment to consolidate inventory.
- Both fluids flow readily during cold starts for maximum component protection and responsive shifts.

Synthetic Gear Lubes

AMSOIL synthetic gear lubes are recommended for cars, SUVs and light trucks depending on the application. They are recommended for 100,000-mile drain intervals in normal service; 50,000 miles in severe service, or according to the owner's manual, whichever is longer. As with transmission fluids, they represent an often-overlooked part of maintenance.

- Severe Gear® Synthetic EP Gear Lube
- Long Life Synthetic Gear Lube

Sales Benefits

- Extended drain intervals reduce maintenance costs.
- AMSOIL Severe Gear is specially formulated with extreme-pressure additives that shield gears and bearings from metal-to-metal contact in automotive/work truck fleet applications used for towing, hauling, steep-hill driving, commercial use, plowing, frequent stop-and-go operation and high ambient temperatures.
- Both fluids are formulated to increase fuel efficiency by reducing friction better than conventional fluids.
- Because they do not contain paraffins (wax), AMSOIL synthetic gear lubes remain fluid in sub-zero temperatures to flow quickly at startup for premium protection.

Ea® Air Filters

AMSOIL Ea Air Filters incorporate nanofiber technology, which has been used exclusively in severe and heavy-duty applications. AMSOIL Ea Filters are more efficient and have greater capacity than cellulose and wet-gauze filters, helping extend engine and filter life and reduce engine wear. Cleaning of Ea Filters with a shop vacuum or low-pressure shop air is recommended every 25,000 miles or one year, and they have a total service life of 100,000 miles or four years.

Sales Benefits

- Extended service intervals save fleets time and money.
- Provide maximum overall value compared to conventional filters.
- Trap and hold a greater capacity of smaller wear particles before they enter the engine, helping reduce wear.

Ea® Oil Filters

AMSOIL Ea Oil Filters are among the highest efficiency filters available to the auto/light-truck market. Featuring advanced full-synthetic technology, Ea Oil Filters provide greater efficiency, capacity and durability than cellulose filters, helping extend engine and filter life and reduce engine wear. When used in conjunction with AMSOIL synthetic motor oil, AMSOIL Ea Oil Filters designated with product code EaO are guaranteed for 25,000 miles/one year (15,000 miles/one year in severe service). Ea Oil Filters designated with product code Ea15K are guaranteed for 15,000 miles/one year in normal and severe service.

Sales Benefits

- Extended service intervals save fleets time and money.
- Ea Oil Filters are rated 98.7 percent efficient at 20 microns, meaning they trap and hold a greater amount of smaller wear particles than conventional filters to provide maximum engine protection. Competitive filters, meanwhile, demonstrate efficiencies as low as 51 percent.
- Ea Oil Filters provide maximum efficiency without restricting flow, ensuring components receive lubrication quickly at startup to promote long engine life.

Ea® By-Pass Filters

An AMSOIL By-Pass System equipped with an Ea By-Pass Oil Filter can provide fleets a number of benefits. By-pass filtration provides ultra-high filtering efficiency not attainable with full-flow filters. Working in conjunction with the engine's full-flow oil filter, the AMSOIL By-Pass Filter operates by filtering oil on a "partial-flow" basis. It draws approximately ten percent of the oil at any one time and traps the extremely small, wear-causing contaminants that full-flow filters can't remove. The AMSOIL By-Pass Filter typically filters all the oil in the system several times an hour, so the engine continuously receives clean oil.

Sales Benefits

- Ea By-Pass Oil Filters provide an efficiency rating of 98.7 percent at two microns, effectively removing extremely small particles that can cause wear, helping extend engine life.
- By increasing oil capacity, by-pass systems improve oil cooling, which promotes long oil and component life.
- Increased oil capacity provides more oil to lubricate, cool and protect vital components, helping extend engine life.
- In diesel applications, Ea By-Pass Filters remove more wear-causing soot than full-flow filters to help reduce wear.
- By-pass filtration coupled with oil analysis can dramatically extend drain intervals, saving money, time and decreasing the amount of waste oil produced.

Miscellaneous Products

The use of other AMSOIL products can also be beneficial for automotive/work truck fleets. Remember, most have equipment used on the job in addition to their work vehicles. They also have personal vehicles and various powersports and lawn and garden equipment at home. Don't forget to introduce the vast line of AMSOIL convenience products. They are low-cost, non-threatening products that can open the door to sales of motor oil, filters and other products down the road.

P.i.® Performance Improver

P.i. Performance Improver ranks among the most potent gasoline additives available today. As a concentrated detergent, it is outstanding in cleaning combustion chamber deposits, intake valve deposits and port fuel

Notes

Use of premium extended-service AMSOIL Ea Oil Filters allows fleets to maximize savings and convenience. Paired with extended-drain AMSOIL synthetic motor oils, they provide service intervals of up to 25,000 miles/one year, depending on the application and severity of service.

injector deposits, eliminating the need for expensive fuel injector cleaning procedures. It is ideal for use prior to emissions inspections, and it helps maintain peak engine efficiency, fuel economy, power and drivability in newer low mileage engines. In engines with accumulated deposits, P.i. provides improved fuel mileage up to 5.7%, reduced emissions, restored power and performance, reduced need for higher octane fuel, reduced carbon rap and preignition, better drivability and smoother operation after only one tank of gasoline.

Quickshot®

Formulated to thoroughly clean varnish, gums and insoluble debris in two- and four-stroke gasoline-powered small engines and powersports equipment fuel systems, restoring peak performance. Effectively addresses performance issues related to ethanol, water and dirty pump gas. Stabilizes fuel between uses and during short-term storage periods.

Heavy Duty Metal Protector

A heavy-duty spray lubricant fortified with special rust and corrosion inhibitors. It pen-

etrates and adheres to metal surfaces, leaving a dry, long-lasting wax-like protective coating. Dries completely and doesn't attract dust. Ideal for motorcycle, bicycle and ATV chains. Also works well as an undercoat, helping prevent rust and eliminate squeaks.

Diesel Concentrate

Total system cleaner and lubricity improver for all types of heavy- and light-duty diesel engines. Formulated with ultra-low-sulfur diesel fuel (ULSD) in mind, Diesel Concentrate helps control the problems created by EGR systems by neutralizing acids during combustion, minimizing acidic cylinder wear, reducing the rate of TBN depletion and maintaining oil quality. Cleans fuel injectors and combustion chamber for improved efficiency and better sealing and minimizes soot-loading. Improves the oxidation and thermal stability of diesel fuel, improves fuel economy by up to 5 percent, restores horsepower and protects against water contamination. Compatible with all types of exhaust emission systems, including diesel particulate filters (DPFs). Also recommended in heating oil furnace applications.

FLEET COST SAVINGS EXAMPLE

Demonstrating the amount of money prospects can save by using AMSOIL synthetic motor oil and practicing extended drain intervals helps generate interest and sales. Use the following calculations as a guideline. To

ensure the most accurate results possible, obtain the correct figures for costs, drain interval, number of vehicles, etc. prior to completing the calculations for the prospect.

Oil Change Costs*

	Conventional Motor Oil	AMSOIL Synthetic Motor Oil
Oil cost (one vehicle)	18.75	39.25
Multiplied by yearly oil changes	8	1
Oil change cost per year/per vehicle	\$150	\$39.25

Savings for one vehicle: \$110.75

Oil change cost per year/per vehicle	150	39.25
Multiplied by 20 vehicles	20	20
Oil change cost per year/20 vehicles	\$3,000	\$785

Savings for 20 vehicles: \$2,215

**Based on 25,000 annual miles and 3,000-mile oil change intervals for conventional motor oil; \$3.75/qt. conventional; \$7.85/qt. AMSOIL 5W-30 Signature Series Synthetic Motor Oil wholesale price. February 2012 figures. Prices subject to change.*

FLEET QUESTIONNAIRE

Account Prospect: _____

Date: _____

Address: _____

Phone: _____

Cell: _____

Email: _____

AMSOIL Dealer: _____

ZO#: _____

Getting Started: Dealer Questions

Before calling on a prospect, it is very important to be prepared. The more you know about their business the better chance you have of making an impression. With knowledge comes the ability to better identify your prospect's needs. Therefore, it is recommended you be able to answer these questions to gauge your understanding and preparedness to call on a fleet.

Is the business an AMSOIL protected account? Refer to the Initial Contact Guidelines for Registering Dealers, Preferred Customers and Accounts (G2194) located in the Dealer Zone for details.

Have you researched the business? AMSOIL recommends researching at the local, state and national levels and acquiring industry-, customer- and market-specific data.

What are your goals and objectives for this fleet? Example: You are trying to generate sufficient interest to schedule a second meeting.

What are the critical issues for this particular business? Example: fuel costs, state regulations, hiring drivers, etc.

Do you know anyone in the industry (e.g. friends, relatives, sponsoring Dealer) who can provide knowledge applicable to fleet applications?

Is the fleet's vehicle usage measured in miles or hours?

FLEET QUESTIONNAIRE

What is the name and title of the person at the account with whom you have spoken?

Does this person have authority to purchase lubricants? If not, who does? (name/title)

What was discussed?

Are you on a first-name basis with the contact?

Have you ever worked with an account with a similar fleet? If so, what was accomplished?

Have you had success with any other fleets? Provide an overview.

Do you understand the AMSOIL Commercial Account Program? Have you explained it to the prospect? Do they qualify as a commercial account? Refer to the How To Use The Commercial Program T-1 Series Booklet (G1303) in the Dealer Zone for details.

FLEET QUESTIONNAIRE

Have you provided any relevant AMSOIL literature? If so, when? Examples include the Product Catalog (G290), Auto & Light Trucks Brochure (G2779) and product data bulletins.

Have you provided any other material?

Fleet Background Questions

What type of fleet is this?

- Over-the-road (OTR) - semi trucks, tractor trailers, heavy hauling
- Stop-and-go - delivery services, taxis
- Off-road - construction
- Mixed fleet (describe below)

Do these vehicles experience...

- Light-duty service - on-highway, consistent speeds, light loads
- Medium-duty service - some stop-and-go, reduced highway driving, heavier loads
- Heavy-duty service - stop-and-go, extensive idling, delivery-type service

Bear in mind maintenance intervals may be measured by miles or hours.

Explain:

Is this a captive fleet? (Does each vehicle return to a home facility for all maintenance?)

If not, who provides maintenance?

FLEET QUESTIONNAIRE

Use the “LETS” investigative formula to determine if your prospect has any special lubricant or filtration needs. (Example: equipment hauling heavy loads or operation in dusty conditions.)

Load?

Environment?

Temperature?

Speed?

Be sure you know whether the prospect owns equipment for which AMSOIL recommends by-pass filtration systems prior to asking the following questions.

Does the prospect use by-pass filtration?

If so, provide details about filtration system or filter manufacturers (model #, filter size).

Familiarize yourself with the oil analysis services provided by Oil Analyzers Inc.® before asking the following questions. Visit www.amsoil.com for details.

Does the fleet conduct oil analysis?

How frequently are samples taken?

What is being tested (motor oil, transmission fluid, gear oil)?

What test lab is used to obtain results?

Which test results are most important to the fleet?

- Physical testing - viscosity, glycol, water, fuel, solids
- Oil degradation - soot, oxidation, TBN, TAN
- Additive metals - boron, sodium, magnesium, calcium, barium, phosphorus, zinc, molybdenum
- Wear metals - iron, chromium, lead, copper, tin, aluminum, nickel, silicon

FLEET QUESTIONNAIRE

What class of vehicles and engine types does the prospect own?

Class: _____

Type of engines:

- Diesel
 - Exhaust gas recirculation (EGR)
 - Non-EGR
- Gasoline
- Natural gas
- Combination _____

Describe Fleet Specifics:

Year	Make	Model	# in Fleet	Current Oil Drain Interval	Desired Oil Drain Interval	Modifications

Has the prospect purchased any extended warranty programs? If so, describe. (Examples include the Allison Extended Transmission Warranty program.)

FLEET QUESTIONNAIRE

Minimizing time vehicles spend in the shop

Completing required vehicle maintenance on time with the resources currently available

Engine-related problems

Transmission-related problems

Differential-related problems

Grease-related problems

Filter-related problems

Other

Does the prospect use fuel additives or other products offered by AMSOIL?
