

MORE MONEY IN TEN SECONDS

How can oil change centers make more money in ten seconds? By asking customers if they would like to try a top-quality synthetic motor oil that may be used for 7,500 miles or six months and gives engines better protection than conventional oils. Experience shows about 25 percent of oil change customers offered AMSOIL XL Synthetic Motor Oil choose it.

Example	Conventional Motor Oil	AMSOIL XL Synthetic Motor Oil
Oil change retail	\$32.49	\$64.95
Oil cost	- 9.75	- 25.31
Filter cost	- 4.88	- 4.88
Labor cost	- 8.32	- 8.32
Profit	\$9.54	\$26.44

Without AMSOIL XL Synthetic Motor Oil

50 customers a day buy a conventional oil change (profit: \$9.54) \$9.54 x 50 = \$477.00

With AMSOIL XL Synthetic Motor Oil at a 25% response rate

37 customers a day buy a conventional oil change (profit: \$9.54) \$9.54 x 37 = \$352.98

13 customers a day buy an AMSOIL XL Synthetic Motor Oil change (profit: \$26.44) \$26.44 x 13 = \$343.72
\$696.70

Offering AMSOIL XL Synthetic Motor Oils increases profits \$219.70 per day.

\$696.70 - 477.00 = \$219.70

WHAT ABOUT LONG-TERM PROFITABILITY?

Some oil change center operators worry that over time, they will lose money if they offer long drain AMSOIL XL Synthetic Oils. However, AMSOIL XL Synthetic Motor Oil changes are priced to protect oil change centers from losing money on long drain intervals.

Example

Let's say all your customers change their oil every 3,000 miles, and 50 customers a day visit your oil change center to buy a conventional oil change (profit: \$9.54). Daily profit: 50 x \$9.54 = \$477.00

If *ALL* your customers switch to AMSOIL XL Synthetic Motor Oil, and come in for service every 7,500 miles, you can service *ALL* of them by seeing 20 customers a day.

Now 20 customers a day buy an AMSOIL XL Synthetic Motor Oil change (profit \$26.44) Daily profit: 20 x \$26.44 = \$528.80

If *ALL* your customers switch to AMSOIL XL Synthetic Motor Oils and 7,500-mile oil drain intervals, you would actually make more than *IF* all your customers changed their conventional oil every 3,000 miles. You still see your customers twice a year for add-on sales *AND* you free up your bays for more-profitable services or more oil changes. Would you like to earn the same money for changing oil in 20 cars tomorrow as you earn for changing oil in 50 cars today? Now, imagine if 50 cars a day came to you for an AMSOIL XL Synthetic Motor Oil change!

50 x \$26.44 = \$1,322.00

Your profits would increase \$845.00 per day.

\$1,322.00 - \$477.00 = \$845.00

*Can you afford NOT to offer the AMSOIL
7,500-Mile Oil Change Program™?*

CAN MY BUSINESS MAKE MORE MONEY IN TEN SECONDS?

Example: Profits Per Oil Change

		My Usual Oil Change		AMSOIL XL Syn. Motor Oil Change
My usual oil change retails for	+	_____	AMSOIL Syn. XL retails for	+ \$64.95*
My usual oil cost (5 qts)	-	_____	AMSOIL Syn. XL oil cost (5 qts)	- 25.31**
My usual filter cost	-	_____	My usual filter cost	- _____
<u>My usual labor cost</u>	-	_____	<u>My usual labor cost</u>	- _____
My usual profit per oil change		_____ (A)	My oil change profit with AMSOIL	_____ (B)

How much more do I make on each AMSOIL XL Synthetic Motor Oil change?

$$(B) \text{ _____} - \text{ _____} (A) = \$ \text{ _____}$$

Example: Profits at a 25% Response Rate to AMSOIL XL Synthetic Motor Oils

My usual daily customer count _____ no. vehicles _____ (C)

Without AMSOIL XL Synthetic Motor Oil

My daily profits when all my customers buy my usual oil change: (A) \$ _____ x _____ (C) = \$ _____ (D)

With AMSOIL XL Synthetic Motor Oil

75% of my oil change customers: (C) _____ x .75 _____ standard customers _____ (E)

25% of my oil change customers: (C) _____ - _____ (E) _____ AMSOIL XL customers _____ (F)

75% of my customers buy my usual oil change (A) \$ _____ x _____ (E) \$ _____ (G)

25% of my customers buy an AMSOIL XL Synthetic Motor Oil change (B) \$ _____ x _____ (F) + \$ _____ (H)

My profit with AMSOIL XL Synthetic Motor Oil (G+H) = \$ _____ (I)

How much more do I make with AMSOIL XL Synthetic Motor Oil? (I) _____ - _____ (D) = \$ _____

WHAT ABOUT LONG-TERM PROFITABILITY?

Example: My Present Profit Horizon

Let's say right now, all my customers change their oil every 3,000 miles.

My usual daily profits when all my customers buy my usual oil change. \$ _____ (D)

Example: 100% AMSOIL XL Synthetic Motor Oil Profit Horizon with My Present CLIENT BASE

Let's say all my customers switch to AMSOIL XL Synthetic Motor Oil and change their oil every 7,500 miles.

$$(C) \text{ _____} \times .4 = \text{ _____} (J)$$

(Calculation: I see the same number of customers in 40% of the time: $3000 \div 7500 = .4$)

My profits with AMSOIL XL Synthetic Motor Oils will be: (J) _____ x _____ (B) = \$ _____ (K)

Do my profits change if all my customers switch? (K) _____ - _____ (D) = \$ _____ ***

Example: 100% AMSOIL XL Synthetic Motor Oil Profit Horizon with My Present DAILY CUSTOMER COUNT

Let's say I service my usual daily customer count with AMSOIL XL Synthetic Motor Oil.

My profits with AMSOIL XL Synthetic Motor Oils will be: (C) _____ x _____ (B) = \$ _____ (L)

How much more do I make by offering AMSOIL XL Synthetic Motor Oil?

$$(L) \text{ _____} - \text{ _____} (D) = \$ \text{ _____}$$

*AMSOIL suggests pricing the XL oil change at 2 to 2 1/2 times the price of your usual oil change.

**AMSOIL XL Synthetic Motor Oil costs \$5.35/qt., when purchased in quart containers, to \$4.17/qt., when purchased in 55-gal drums. Example shows 5 qts. purchased in case lots.

***If your profits are not equal or greater with AMSOIL, you need to price AMSOIL XL Synthetic Motor Oil changes higher. AMSOIL suggests pricing them at 2 to 2 1/2 times the price of your usual oil change.