

AGGRAND® NEWS

Build Your AMSOIL Business with AGGRAND



AMSOIL Direct Jobbers Michael and Eileen Kaufman from Belmont, Michigan tout AGGRAND as a large part of their AMSOIL business. "We are excited to be able to express to other Dealers just how important the AGGRAND line is to their business," said Micheal Kaufman. "I feel that any Dealer that chooses to ignore the AGGRAND line is basically throwing money away every month.

"I can say without question that AGGRAND products generate about one-third of our AMSOIL income every

"The AGGRAND products are top-notch. In fact, I started my AMSOIL business purchasing the AGGRAND products."

year. In fact, this year AGGRAND may bring in about half our AMSOIL income. There's a great deal of money to be made with AGGRAND.

"There are five main reasons that I think every dealer should be looking more closely at what AGGRAND can do to grow their businesses:

- 1) AGGRAND products are highly consumable. Most customers will use AGGRAND products between three and seven times a year. Most homeowners will need at least a few quarts for every application. Farmers often need hundreds or thousands of gallons at every application.
- 2) Look at the commission credit value of each AGGRAND product compared to the Dealer cost. AGGRAND products offer you excellent commissions on every sale.
- 3) Often a plant will respond to AGGRAND products with an observable change within mere days of application. The results are tangible.
- 4) AGGRAND is generally easy to sell. There is minimal risk when the customer is switching to a superior product.
- 5) Many retail customers would use AGGRAND if they knew they could get it from AMSOIL. They know



"There's a great deal of money to be made with AGGRAND."

the quality of AMSOIL products. That perception of quality will transfer to the AGGRAND product as well. These customers already trust AMSOIL and you. Any decent sales course will tell you that it is much easier and less expensive to advertise to a current customer than to find a new one. You can leverage the relationships you already have with your customers to increase your profits and improve their quality of life by removing the chemicals from their fertilization practices. It's a win/win situation.

"The AGGRAND products are top-notch," says Kaufman. "In fact, I started my AMSOIL business pur-

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chasing the AGGRAND products through my Dealership for use in my lawncare business. It wasn't long before I realized just how useful these products are. The first year I used AGGRAND, my mother-in-law tested the products on her garden. That year saw a late start to the growing season due to poor weather. Nevertheless, with AGGRAND products and nothing else she ended up with mature produce coming out of the garden about two weeks ahead of schedule. She grew normal tomatoes that were bigger than softballs and cucumbers as thick as your forearm. Her rhubarb plants grew to about four feet high that year and the stalks were about three inches in diameter. She had to give some away because she didn't know what to do with it all. The taste of all of these fruits and veggies was phenomenal. You'll never taste a chemically grown tomato or cucumber that good.

“You just can't beat AGGRAND products for profitability and performance.”

“Once you know the true dangers of the chemicals typically used, you'll wonder how you ever felt safe eating non-organic produce. The growing industry is moving toward organic. People are looking for organic alternatives. I have a lot of sales in Canada because the push for organic is so great, sometimes mandatory. Homeowners, farmers, golf courses, lawncare/landscape companies, municipalities and many more use hundreds to thousands of gallons of liquid fertilizer every year. Just one contract can earn you thousands of dollars per year.

“One of my accounts is a commercial farmer that grows hay. He has a couple thousand acres of hay and is looking to improve the quality and yield of his hay. I have no question that AGGRAND is going to accom-



plish this for him. I've been selling AGGRAND for too many years to think otherwise. He'll apply about a gallon and a half of AGGRAND 4-3-3 per acre. He'll likely have about three applications this season, maybe more. AGGRAND often does such a good job on hay that farmers end up with an extra cutting each season, in addition to increased yield per cut. Over the course of the year, he'll need at least 9,000 gallons (about 165 drums) of fertilizer. My commissions on each drum will be nearly \$90. That amounts to commissions of almost \$15,000 just for one account this year. Don't overlook the tremendous opportunity to grow your AMSOIL business with AGGRAND. The answer to more business and a better income is right under your nose.

“With AGGRAND the possibilities are endless.”

“One easy way to take advantage of the AGGRAND product line is to put an ad in the yellow pages. In my experience, most phonebooks offer virtually no yellow page advertising for organic fertilizer. You'll probably be the only one listed. If there are any grain mills in your area, get down there and talk to them. Most grain mills supply farmers with many of the fertilizers they use during the growing season. Get them to promote AGGRAND to the customers who will use the most. Talk to city park supervisors. Kids and pets run around on their turf every day. If they can make it safer and look nicer and not have to spend a fortune doing it, they'll look like heroes to their superiors. They also have equipment that needs AMSOIL, as do farmers, golf courses and landscapers. How about health food stores? Obviously, their customers are health conscious. Grow your own small organic garden and put the product out near the street with a small donation box and one of those clear plastic “take one” boxes filled with AGGRAND catalogs with your Dealer number on the back. Once people see the size of your produce and experience the taste for themselves, they'll want to use AGGRAND to get the same superior results.”



Liquid Lime Vs. Dry Lime

AGGRAND Natural Liquid Lime in its liquid form provides several advantages over dry lime:

- More uniform application
- No dust during application
- Finer particle size
- Quicker reaction
- Greater vertical movement
- No heavy bags.

Liquid lime not only provides convenience, but also added performance. Liquid hose end application gives the control needed for a uniform application of the lime without the dust or need for rainfall associated with dry lime products. But ease of application and convenience are only half the story. Performance is also improved with the AGGRAND fine-grind 325 mesh suspension. The improved technology offers a quicker pH adjustment. More importantly, it offers greater vertical movement into the soil profile. This corrects the pH not only in the top one inch, but also to a depth of four to six inches where it is most needed. This allows for a greater nutrient availability and microbial activity all through the root zone.

When to Apply

Because lime is being applied for the soil's sake, not for the plant, it isn't critical when it is applied. So as an annual application,

spring or fall would be equally acceptable. If you determine through soil tests that a significant adjustment is required, a monthly application throughout the growing season may be necessary until the adjustment is acceptable. This is preferred over a one-time heavy application to allow soil microbe populations to transition to a higher pH regime rather than a rapid adjustment upsetting the biological balance in the soil.



Transplants



Transplanting is a stressful period for young bedding plants. Minimizing transplant shock keeps plants growing vigorously, avoiding unnecessary setbacks that can delay flowering and reduce yields.

AGGRAND 4-3-3 Natural Fertilizer is a must for watering-in small transplants. Use a mixture of three ounces of AGGRAND 4-3-3 per gallon. of water for watering-in transplants. The addition of one to two ounces of AGGRAND Liquid Bonemeal to the solution increases phosphorus and calcium availability and promotes long-term root development. Shrubs and trees should be soaked overnight in a bucket of 4-3-3 before transplanting. Use a mixture of one ounce of AGGRAND 4-3-3/gal. of water for bare root soaking.

- Avoid transplanting during the heat of the day to avoid root desiccation (drying out).
- Cloudy weather is the best time to transplant.
- Keep soil moist until plant root systems become well established.
- Use a mixture of one oz. of AGGRAND 4-3-3 with one gal. of water for bare root soaking.

AGGRAND at AMSOIL University

Time to learn
more about AGGRAND
at AMSOIL University!



AMSOIL University, to be held May 15-19, will offer a course called "Creating an AGGRAND Business from the Ground Up" for Dealers who want to sell AGGRAND products. Take advantage of this opportunity to increase your AGGRAND sales. We look forward to seeing you there.

Back Issues of AGGRAND NEWS Available!

A limited number of back issues of *AGGRAND News* are available upon request. Use them at retail locations or leave a copy or two with potential customers. We will gladly send you up to 25 copies of issues you specify, or we can choose them for you. *AGGRAND News* back issues are not available from the order desk. Simply call the AGGRAND department at 715-392-7101 x144 or x219.

Use the AGGRAND G-1374 Soil Sample Kit

Soil testing is part of any fertility program, so don't forget to offer potential customers our soil-testing service. Order the G-1374 AGGRAND soil sample kit. For as little as \$12.70, a basic soil analysis helps customers get vegetables and crops off to a great start with AGGRAND Natural Fertilizer products.

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with your
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*"I formulated AGGRAND
fertilizer, so I know it is
second to none."*

Al Amatuzio President and CEO,
AMSOIL INC.

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