

'MOVE N' LUBE' DEALER BRINGS YOUR OIL CHANGE TO YOU

AMSOIL Dealers represent entrepreneurs in every possible niche. Direct Dealer Garrett Leib of Ojai, Calif. found his when he combined his mobile quick lube service with an AMSOIL Dealership.

Leib spent years in the aviation industry, and then the equipment rental industry as a mechanic and service manager. "I got tired of being a company man," Leib said.

That was the spark that lit his creativity. He examined his strengths. He knew he had a strong entrepreneurial spirit, and he was very good at developing new ideas and finding an easier way to do things. He could service all types of vehicles and equipment.

"So I looked into starting something on my own," he said. "And the quick lube industry came to mind. I investigated all avenues of the industry."

He carefully weighed the many aspects of business ownership – property costs, location, whether to build or rent, benefits of franchising or independent ownership, monthly and yearly expenses and income.

His calculations determined he needed a daily car count of 45 oil changes plus to break even. "I knew that was not going to happen, and it was too costly in this small country town of Ojai, nestled 17 miles inland just west of the Ventura beaches."

A new idea was born: How about a mobile lubrication service?

"I soon discovered that if I got myself a van and set it up with equipment, I

could not only go to where the customer was and perform the same type of service as if they were to go to a drive-through, but as well as servicing cars and trucks I could also do tractors, equipment, big rigs, boats and even small equipment," Leib said. "Wow, what a niche and a great concept I had in the local market."

He wrote a business and marketing plan and opened Move N' Lube in 2002. "People appreciate the time savings and convenience that Move N' Lube brings to the home, office or fleet," Leib said.

Less than a year later, Leib was at a speedway in Fontana, Calif. when he connected with AMSOIL Dealer Jim Williams, who soon became his sponsor.

"He discovered what I do and talked to me about AMSOIL and suggested that it would be a great product for me to carry," Leib said. "So he gave me the pitch about becoming a Dealer because if I'm using the product it would be a great idea to carry it, stock it and sell it right off my van and get a little something in return. So I thank my sponsor for getting me started with the (Dealer) tools and training pathway."

Leib is familiar with working hard. "I am actually a self-motivated person," he said. "My AMSOIL business is not a full-time job yet, although it has been my



thoughtful intention and goal for quite some time to make it that."

He has worked 10 hours a day, six days a week since starting Move N' Lube, Leib said. "I am the owner/operator," he said. "Elizabeth, my wife of 32 years, plays an integral role, but for the most part I am the company. AMSOIL has become an entity of it. So it would be nice at some point to separate the two as I'd love to make AMSOIL my full-time job."

The AMSOIL business structure of independent distributors marketing and selling the products encourages leadership, Leib said.

"They (Dealers) become leaders of their own team, which then becomes a sales force of people who will actively build their own downline and can then teach their team members to duplicate their efforts and become the leaders of their own teams," he said.

When people question why the owner of a quick-lube service recommends products that only need to be changed every six months, he tells them it's good for business.

“You will call me before too long because you’re so impressed,” Leib said. “You’ll want to tell me how much better your vehicle is running and that it (AMSOIL synthetic motor oil) did all the things I said it would do. You will also ask me if I can install it in your other vehicles or machines, and you will also tell your friends and acquaintances about your experience with this oil, and they will inquire about the AMSOIL products too.”

“As we know, everybody drives. Everybody needs their oil changed, and most people will pay for convenience. This is especially true if they don’t have to go anywhere, along with a price that is reasonable, excellent customer service and quality AMSOIL products.”

This creates a domino effect that brings him an ever-increasing number of potential P.C.s, Dealers and other accounts. “I know this for a fact from many years of experience in the field,” Leib said. “Then we all win and hear great things about AMSOIL.”

Selling AMSOIL products today is easier than it was 15 years ago, Leib said. At that time fewer vehicles used synthetic lubricants, and AMSOIL was not as well-known. Now, AMSOIL has a 45-year history of selling superior products with applications for a wide selection of vehicle types.

“I pretty much have a recession-proof business because living in the golden state of California allows for a year-round operation,” Leib said. “As we know, everybody drives. Everybody needs their oil changed, and most people will pay for convenience. This is especially true if they don’t have to go anywhere, along with a price that is reasonable, excellent customer service and quality AMSOIL products.”

He gets to know his customers’ needs and helps them determine what best suits them, whether it be as a retail or commercial account. Likewise, he explains the differences and benefits of becoming a Preferred Customer or a Dealer.

His advice for approaching potential customers? “Gather as much information as you can regarding their interests, present the facts straight to the point and be patient, but consistent,” Leib said.

“Enjoy what you do, and do what you enjoy. You will find that motivation and persistence leads to success, and AMSOIL will provide you with the tools needed for that opportunity.”

