CREATIVE SELLING (CONTINUED)

FACTS ABOUT IMPORT PARTS

NAPA's promotional period on imports began this month (and lasts throughout July). With this promotional period in mind, here are some facts that some of the "other guys" in the aftermarket have found to be helpful and that you might want to keep in mind during, and after, the next few weeks.

Sales of parts for imports rose by 2% in 1986, over 1985.

In catalogs, import parts are combined with domestic part numbers 90% of the time.

Stores in smaller markets often find it necessary to advertise import coverage more aggressively than stores in larger markets.

Customers driving the higher scale import vehicles tend to demand foreign-made parts. Customers owning the lower scale models rarely specify.

By 1991, the growth of sales for imported vehicles is expected to be 9.4%. The average growth was 9.5% between 1982 and 1986.

Many consumers expect the price of imported vehicle parts to cost more than parts for domestic vehicles.

Imports made up 20% of all vehicles currently registered in the United States. Seventeen percent of that 20% are four-years-old or older.

SELLING THOSE REPAIR MANUALS

To the heavy do-it-yourselfer, automotive repair books are like peanuts. They can't eat just one peanut and they can't own just one repair manual. They're addictive and according to *Automotive Marketing,* 88% of those who have purchased one manual will be back to buy another.

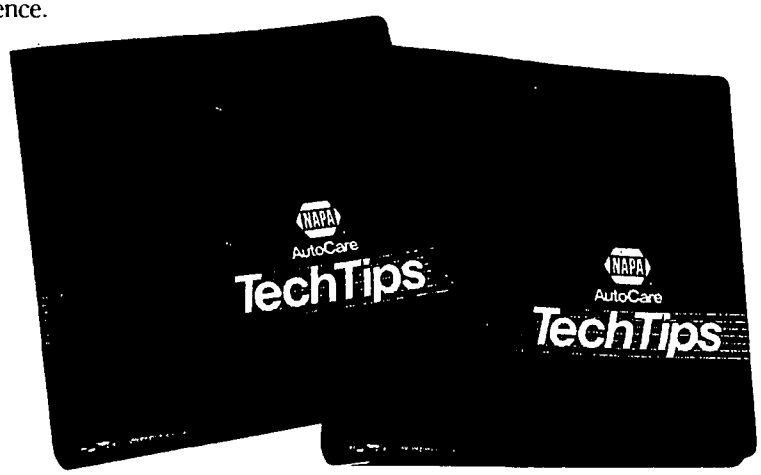
Those return buyers, however, don't just buy manuals. They also purchase parts and products, turning a book sale into a related sale and the buyer into a repeat customer.

But automotive repair manuals, like every other part in your sales area, must be merchandised well to sell well. Many auto parts stores place repair manuals near or on the main counter, right between the hand soap and the key chains. Certainly, not the worst place, but still not the best spot either.

By placing automotive repair manuals near the parts the manual concentrates on, you're likely to sell more of the books. You're also more likely to sell those parts and products DIYer's tend to forget about. This is because manuals usually list all the materials (related parts, tools, chemicals, etc.) needed to complete a job. Take for instance, a manual which covers brakes.

By placing a brakes repair manual near a display of brake pads, you'll encourage customers to pick up, browse through and probably purchase the manual—because, as mentioned above, most manuals list all related materials needed to complete a job. These related materials include items such as safety stands, screwdrivers, brake solvent, grease and even cleaning rags. And it means that you've made a single item sale into a multi-item purchase.

Try the same concept in additional areas on your sales floor as well. Areas such as tune-up, electrical systems, cooling and interior and exterior care. It could make a difference.



MORE FOR NAPA AUTOCARE CENTERS

Your NAPA AutoCare Centers, enrolled in the AutoCare News direct mail program, are getting a little something extra this summer that is going to assist them in serving their customers better and that is going to increase their loyalty to your NAPA AUTO PARTS store.

NAPA AutoCare Centers are currently receiving copies of the NAPA AutoCare Tech Tips binder which is filled with technical information from 23 NAPA Manufacturers. Additionally, beginning later this year, the tips will be supplemented with technical updates on a monthly basis.

The technical tips are categorized in seven sections: electrical and tune-up; fuel and emissions; brake, chassis and exhaust; air condifioning and heating, engine, filters and lubricants; drive train; and, miscellaneous. Each section contains an index, making locating particular information quick and easy.

As your AutoCare customers add to the original information with the monthly updates, the indexes, too, will be updated. Each quarter NAPA AutoCare Centers will receive a new index for each section, containing a listing for those tips which have been added during that quarter.