Strengthening the Commitment (continued)

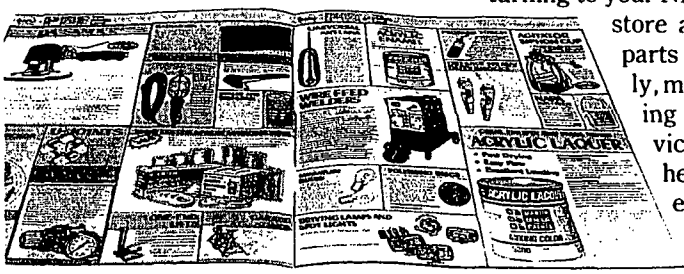


tional customers.

New to 1988's Real Deals Program is the "earn or return" option. If, under the earn or return option, you do not sell all of the pre-selected products within 30 days of the end of the promotion, you can return the unsold products for credit. In short, Real Deals' earn or return option is a risk-free way for NAPA AUTO PARTS stores to enjoy increased tool and equipment sales to their traditional customers.

Also new to Real Deals in 1988 are the in-store point-of-purchase (P.O.P.) materials participating NAPA AUTO PARTS stores will receive for each promotional period. Included in the materials are window banners, counter signs and special Real Deals price tags. Shortly before each Real Deals promotional period participating NAPA AUTO PARTS stores will receive, free of charge, these new merchandising aids.

Along with the earn or return option and the new merchandising aids, the other elements of the Real Deals Program are back to help you become a serious competitor in the tool and equipment market. Here's how the program works. There will be three 60-day Real Deal promotional periods throughout the year (spring, summer and fall). Spearheading every promotion period is an eight page Real Deals tabloid that is full of popular tool and equipment products at special prices.



Participating NAPA AUTO PARTS stores have two choices as to how they can receive Real Deals tabloid shipments — Plan "A" and Plan "B". No matter what plan you choose, you're guaranteed to receive three tabloid promotions over the entire year.

With Plan "A," all the tabloids are shipped directly to your store for you to distribute to your customers. You'll receive 100 tabloids per order (be sure to order in lots of 100) plus an additional 25 free copies for in-store use. Note that the 25 free copies apply only to the first 100 tabloids ordered.

Under Plan "B," however, administrators of the Real Deals Program handle all the distribution for you. All you have to do is provide Michael Flora, Inc. (2609 Crooks Rd., Troy, MI 48084) with a mailing list of customers and prospects. Your tabloid orders will then be imprinted with your store's name and address and mailed. As with Plan "A," be sure to place your orders for Plan "B" in lots of 100.

Real Deals is an inexpensive, yet powerful sales tool that will greatly increase your tool and equipment sales. Call your Distribution Center's Sales Manager for more details.

NAPA National Warranty Program

Service installer studies conducted by NAPA over the last two years show that dealers are very concerned about the warranty coverage their parts supplier can offer. With NAPA's National Warranty Program, your traditional customers can be assured that the parts they purchase from you are backed by the most extensive warranty coverage in today's aftermarket.

And if you use the NAPA National Warranty Program in your sales approach when calling on new accounts, you'll have even more service dealers turning to your NAPA AUTO PARTS store as their number one parts supplier. Additionally, motorists who are looking for a reputable service installer will not hesitate to go to a dealer displaying the NAPA AutoCare Center sign because they know that service dealer will use quality NAPA brand parts that are backed by national warranty coverage.

So make a point of using the NAPA National Warranty Program as part of your sales approach when calling on service dealers. It could be the difference in increasing your sales and improving the service dealer's business.

PBE Flyers

The Paint, Body & Equipment (PBE) flyers are a new sales tool for you to offer traditional customers who are primarily paint and body refinishers. Designed to show these customers that NAPA AUTO PARTS stores offer more than just paint and body filler, the PBE flyers will come out quarterly in 1988.

Eight pages of paint and body products from such NAPA manufacturers as Martin-Senour, Balkamp and NAPA Paint Spray Equipment, these flyers will greatly increase a body shop's awareness of the products NAPA AUTO PARTS stores offer their business. Prices on most items featured in the flyers will be shown as stocking dealer prices although there will be stickers for stores to write in their own special prices.

Conclusion

NAPA has made a serious commitment to its traditional market with AutoCare, the NAPA National Warranty Program, Real Deals and the new PBE flyers. Join in on this commitment and be on the move to increased sales and profits in 1988.