the 1983 NAPA programs — primarily the Car Care Days and the "Run With It" travel/merchandise awards programs — on a one-on-one basis over lunch with each of Othello Auto Parts' dealer customers. This method,



Don Matheny's approach of one-on-one presentations followed by a "goodwill tour" produced fantastic results in terms of dealer participation.

he felt, provided two advantages. First, he could give his immediate, personal attention to handling any questions or concerns a particular customer might have. Secondly, by meeting with each customer over lunch — away from the shop — he'd have their undivided attention without any interruptions from work.

Additionally, Matheny decided to seek the customer's commitment to the Car Care Days and travel/merchandise awards programs at the end of their lunch meeting. If a customer was still undecided, he would make arrangements to meet with them again in 2 or 3 days.

Prior to each lunch meeting, Matheny made sure he was equipped with all of the information that would apply to that particular customer's participation in the travel/merchandise awards programs (such as costs, quota, earnbacks, etc.) as well as the various promotional materials to give the customer. Having worked every NAPA trip program ever offered, Matheny assured each customer that the trips are definitely first-class. However, he explained that just to set the customer's mind at ease, Othello Auto Parts utilizes its own "host program" for these trips: an employee from Othello Auto Parts accompanies each group of their traveling customers, acting as their personal host. Matheny explained that if there was *any* problem, the traveling dealers simply turn it over to their Othello Parts host, who would take care of it for them. He made it clear that the only thing he wants his customers to worry about is having a good time.

To generate participation in NAPA's Car Care Days, Matheny used an approach similar to that used by Vic Arnold's sales teams: i.e., extolling the benefits of being associated with a national advertising campaign at little or no cost to the dealer. Then, to prove Othello Auto Parts' commitment to helping its dealer gain added business through the Car Care Days promotion, Matheny explained that not only would participating dealers be tied into Othello Auto Parts' local newspaper advertising, they'd also receive their Car Care Days sign kits free of charge. What's more, as a gesture of appreciation for their participation, Othello Auto Parts would arrange to have a team of salespeople (including representatives from the store, the NAPA Spokane Distribution Center and certain manufacturers) deliver and hang the signs. And this concept is what led into the second stage of Don Matheny's sales approach.

By having a sales team visit each participating dealer's place of business to hang signs, Matheny had created one more selling opportunity. When the dealer customers saw the sales team arrive with the kits and then go to work hanging them at no charge — it gave even more credibility to Matheny's statement that Othello Auto Parts wanted to help its dealer customers in any way possible. And with customers

DON'T DROP THE BALL!

REMEMBER! Now's the time that NAPA's national network advertising will be telling motorists across the country to take their cars into the nearest service station or garage displaying the NAPA Fall Car Care Days banner. So don't drop the ball! Be sure you remind all of your walk-in retail customers to take their cars to participating dealers during your own local Fall Car Care Days promotion. And while you're at it, why not take your vehicles in for service?



