

is a problem that you or your outside salesperson are continually encountering, you may wish to hold a special fleet and/or industrial show night. These can be particularly helpful in gaining the business of both of these types of accounts.

With such an evening show, you have the opportunity to present NAPA's products and service benefits in an unhurried, casual atmosphere. And with the help of your NAPA Manufacturer representatives, you can demonstrate indepth product information to a large group of potential customers with a single presentation.

Another benefit of holding such a show night is that you have the chance to develop personal relationships that can lead to profitable business relationships. Just the fact that you're holding such a meeting indicates that you are very serious about giving them the best service possible as your customers.

These evening shows have paid off for other NAPA Store Owners, such as Sam Gerace, owner of seven NAPA Parts Stores in southern Louisiana. Last May, Gerace, his seven store managers, representatives from the NAPA New Orleans Distribution Center and NAPA Manufacturers teamed together to hold a one-night fleet/industrial clinic. At this show, over 200 potential customers were able to see first-hand the many products and services that NAPA and Gerace Auto Parts has available for them in the fleet/industrial markets.

Although Gerace admits that a meeting of this scope required a great deal of planning and coordination, he feels that the hard work paid off because of the extra business the show generated. As a matter of fact, Gerace was so successful in his first attempt that he would now like to make his fleet/industrial show an annual event.

Show Night Checklist

1. Allow at least six weeks for planning your special show night. When picking a time and date, take care to avoid major conflicts (local fairs, community events, civic affairs meetings, etc.).
2. Prepare a list of prospects by enlisting the help of the local Chamber of Commerce and the Yellow Pages.
3. Notify your distribution center at least five weeks in advance so that they may begin arrangements to involve manufacturers.
4. Ask your distribution center to have manufacturers arrange for door prizes. In addition to door prizes, personal gifts — pens, pocket knives, cigarette lighters, etc. — serve as tokens of your interest in doing business and reinforce the feeling that the time was well-spent.
5. Select a site — the parking lot of your store, a civic center, an armory or any other public meeting place — preferably near your store.
6. Make certain that the persons you invite to your show night are the ones responsible for making the purchasing decisions for the fleet or industry/institution.
7. Send invitations ten to fourteen days in advance. Request an RSVP and then phone those who don't respond.
8. Have name tags for everyone attending. And remember to have a few blank, extra name tags on hand — just in case.
9. Provide all of your people (manufac-



NAPA's Hospitality Kit contains all the fixin's for a successful show night.

turer representatives, etc.) with background information on those prospects attending the show night. In order to do this successfully, you'll have to do some homework on those who have responded that they will be attending. This will be beneficial in targeting the presentations to best suit the audience mix.

10. Arrange to provide a variety of refreshments.

11. Distribute appropriate catalogs.

12. Arrange for a few brief presentations — by you, your sales representative and manufacturer representatives. However, do keep in mind that although your show night should be informative, you should strive to maintain a "light" atmosphere. Remember, you are entertaining special guests.

13. And last but not least, make sure you follow-up on your show night, either with thank-you notes, phone calls, or ideally, with a personal appointment. As soon as possible after the show night, you or your outside salesperson should call to set up an appointment with those that attended.

CATALOGS

For establishing coverage and product depth, nothing is more effective than NAPA's fine selection of catalogs. Nothing works more quickly to establish that NAPA quality applies to a lot more than automotive parts than does leaving a selection of catalogs with these prospective customers.

Both fleet managers and industrial/institutional purchasing agents are accustomed to ordering through catalogs, and no other sales tool is as important to them. What's more, both often find it necessary to do business with a different supplier for each product group. A quick scan of applicable NAPA catalogs helps make the point that NAPA can serve as a one-stop source of supply, thus saving

them a lot of time and paperwork.

In addition, a catalog works as a long term sales piece for months to come — a silent reminder that NAPA can supply their needs. So the sooner you can get your NAPA catalogs in the hands of these prospective customers, the better off you'll be.

Suggested Fleet Catalogs

1. NAPA Bearings
2. United Brake Parts
3. NAPA Exhaust Systems
4. NAPA Temp
5. NAPA Filters
6. Timken Bearings
7. Echlin Ignition
8. Products for Business, Industry and Agriculture

Suggested Industrial/Institutional Catalogs

1. Products for Business, Industry and Agriculture
2. American Brakeblok Industrial Friction Catalog
3. Echlin (Carburetor Kits for Farm and Industry)
4. NAPA Engine Parts Catalog
5. Victor Master Gasket Catalog
6. Modac FHP Belts Catalog
7. NAPA Bearings Catalog
8. Balkamp Service and Supply Catalog
9. Echlin Ignition and Electrical Parts Catalog
10. NAPA Spark Plugs
11. Belden Catalog (Industrial Wiring)
12. Echlin Forklift Truck Catalog
13. NAPA Battery Catalog
14. Weatherhead Catalog (Brass & Hydraulic Hose and Fittings)
15. NAPA Filters Catalog
16. Rockford Fasteners Catalog
17. New Britain Hand Tools
18. NAPA Lifting Equipment
19. NAPA Air Compressors
20. NAPA Echlin Small Engine Parts