

COMPUTER CATALOGING— RAISE SALES WITH A WISE INVESTMENT



"Computer cataloging is the way to do business now."

Better than one of every 10 NAPA AUTO PARTS stores can attest to the success of the program. After nearly one year since starting up computer cataloging, 700 NAPA AUTO PARTS stores have installed the efficient, paperless system and increased their sales.

Counterpeople can spend more time with customers rather than looking up part numbers in a paper catalog. With

computer cataloging, counterpeople simply enter the make, model year and engine size of a vehicle into the computer to look up a part. In addition, the computer can suggest related sale items the customer may use.

The computer cataloging system consists of 12 major categories: tune-up and filters; belts and hoses; brake systems; fuel systems; heating and engine cooling; exhaust systems; steering and suspension; drive train; vision and safety; engine parts; electrical; and air conditioning systems. In turn, each category is divided into subcategories.

Stores have gained counterspace by exclusively using computer cataloging, doing away with cumbersome catalog racks. The computer cataloging program completes the full line of services available through TAMS. Now all business activity is housed within the one comprehensive system.

Computer cataloging also works for your traditional customers, who may tie into the system through the customer inquiry terminal. With an investment of a

computer terminal or CRT screen and a telephone modem, dealers can easily:

- Check the availability of a part number—is it in stock?
- Look up parts.
- Order the parts and leave a message, if necessary.

With a dealer terminal installed, your customers will automatically think of NAPA first when ordering parts because they save time by placing an order the first time rather than receiving a busy signal or being placed on hold.

The dealer terminal is an additional benefit for important traditional customers. It is another symbol that NAPA offers better, more complete services than competitors. What customer could turn down an opportunity to run a business more effectively?

If you do not yet have computer cataloging or wish to offer the dealer inquiry system to your customers, contact your Distribution Center to set up a winning investment in your business future.

NAPA SILVERLINE CONTINUES TO BE A 'STERLING' PERFORMER

In 1987, NAPA introduced NAPA SILVERLINE to target the more price-conscious shopper and thereby attract more business to NAPA AUTO PARTS stores. This lower-priced product line, with its own packaging and marketing concept, has become one of NAPA's most successful programs.

NAPA SILVERLINE is an extensive line of auto parts designed to give your D-I-Y and traditional customers a range of products and prices from which to choose. And like any NAPA part, NAPA SILVERLINE products are covered by the NAPA National Warranty Program. With NAPA SILVERLINE, you are better able to meet all the automotive needs of all your customers.

The program has been successful because it includes its own advertising, merchandising and sales techniques in addition to its competitively priced, quality parts. By advertising the low prices of NAPA SILVERLINE products in your local market, you are able to draw more customers. Once the customers are in your NAPA store, the product line offers



you the chance to sell up to the NAPA brand line or sell products related to the NAPA SILVERLINE part they are purchasing.

You can also use NAPA SILVERLINE to attract customers who call for information on a certain part and its price. By giving them the price of the NAPA SILVERLINE product, you let them know that NAPA has a range of prices that are competitive with other parts stores. For example, if a customer calls to inquire about your muffler prices, you can tell him or her that you have mufflers starting at \$19.95. When the customer comes in you then have an opportunity to show

all your mufflers, NAPA SILVERLINE and NAPA brand, explain the differences and suggest related products such as muffler clamps and muffler hangers.

Special merchandising for the line includes NAPA SILVERLINE gondola information panels that give product information and installation tips. The panels also explain the differences between NAPA SILVERLINE and the NAPA brand line to help customers choose the auto part that will best fit their applications. There are also other basic merchandising techniques that are effective when used with NAPA SILVERLINE.

Since its inception, the NAPA SILVERLINE program has grown to include over 1,000 part numbers. In 1988 several lines experienced hefty sales increases, evidence of the program's success. Martin-Senour introduced a NAPA SILVERLINE Spray Paint and Belden added 33 new custom wire sets for domestic and import applications. Belden also introduced a 5 year/50,000 mile warranty for all its NAPA SILVERLINE products.