CREATIVE SELLING

MORE PRICE/PRODUCT PROMOTIONS

Earlier this year, it was announced there would be five Price/Product Promotions during 1988. The first, the Oil and Filters promotion, took place in May. The second, NAPA's Best Tool Sale is taking place this month, coinciding with Father's Day.

Well, three more are planned for this year. And the very next one, the NAPA Batteries Price/Product Promotion, will occur in July. Corresponding with the promotion will be the introduction of NAPA's new battery—The LEGEND—"the better battery."

Image advertising for the introduction of The LEGEND will begin in late June. That advertising will be followed by advertising for the Price/Product Promotion which will highlight a $10 rebate on The LEGEND Battery (good through August 15) and The LEGEND's six-year-plus warranty.

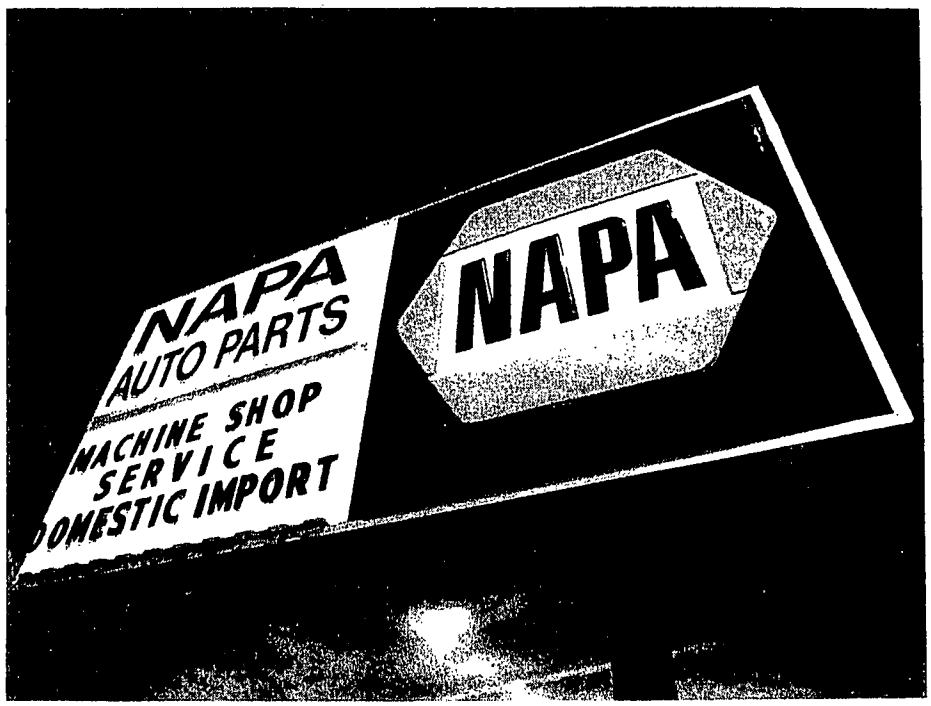
Network television advertising for the promotion will begin in mid-July and run for ten days. Consumer print advertising which will be on the street in July, appears in the August issues of publications such as *Hot Rod* and *Outdoor Life.*

This promotion will be followed by an additional batteries promotion in October and a Hand Tools promotion in late November and early December.

The beauty of national Price/Product Promotions lies in two areas: their simplicity and their effectiveness. Each promotion is limited to certain related parts and to a certain time of the year, making in-store coordination easy to administer. With national advertising, every NAPA AUTO PARTS store will benefit. The overall effectiveness of these promotions will be high due to the exposure each one will receive.

Details on the two remaining promotions will be announced prior to their scheduled time frame.





MAKING THE REGISTER RING

How much business do you do in your machine shop each month? Whatever your answer, the amount of business done in your machine shop must at least be enough to justify its existence. Logic dictates that if your shop doesn't have a fairly good customer base, you'd shut it down.

Unfortunately, there are few things, no matter how good they are, which couldn't stand to be a little better. Your machine shop business is probably one of them.

Machine shops are a valuable asset because they sell parts. And, in a less direct way, they sell the NAPA AUTO PARTS store—your store. But, like so much of your business, a machine shop has to be advertised and promoted to live up to its full potential.

So start with your advertising. It's not necessary to take out a full page ad in the local newspaper highlighting machine shop service. But by merely displaying a sign like the one pictured above, you'll get the message across. In the store, use the window signage available through the Pipeline Program. And use the photo panels which demonstrate the parts and services your machine shop can provide. Also, consider using your street signage to promote this extra service.

Customer bases change. The customers who used your machine shop services in 1985 may not be the same ones who use it in 1988 or in 1990. Don't expect that your machine shop will be used just because "customers already know about it." Those who have made use of it in the past need reminding and consumers who haven't used it need to be informed. To fully serve its purpose, a machine shop should create new business for you and increase the business you already have.

Too often, machine shops are an afterthought, pushed over to one side of or to the back of a store. While moving them to the sales area isn't the answer, putting their availability in front of a customer is the solution.

Don't neglect your machine shop service and don't be shy about telling the public you offer it. Use your machine shop for what it can be—an asset which could mean extra dollars in your cash register.

Additionally, NAPA Engine Parts offers a Machine Shop Program. Turn to page 18 to read more about it.