products in related categories, rather than forcing the customer to walk around attempting to locate related and needed products.

5. Whenever possible, remove items from cartons and display them on shelves. Let the **customer touch** the products. Once it is picked up and examined, it is partically sold.

6. If the item is flat, stand it up on a shelf to show the package to the consumer. Merchandise eye contact is less then one tenth of a second so, **visual presentation** of any product is an important factor.

7. Let your gondola and end units work for you. Constantly update these **high impact areas** for the introduction of new products, seasonal merchandise, impulse or promotional products.

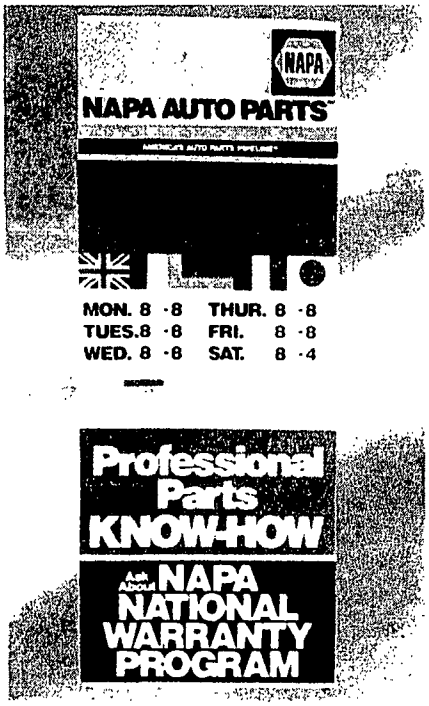
8. Signage is a vital part of merchandising. Remember, if a customer cannot find a product, he cannot buy it. Whether on a wall or a gondola, a planned in-store signage system definitely encourages customer self-service. **Signage sells product** and it can increase in-store sales by as much as 40%.

More Tips

Remember, the sale begins the minute a customer walks into your store. Take an objective look at your sales area and then ask yourself the following list of questions:

1. Which way will my customers turn once they come inside the store?
2. What will my customers see first?
3. What will catch their eye?
4. In which direction will they head first?
5. What are the greatest profit items and where have I located them?
6. Is the customer check-out counter properly displayed and do customers have easy access to it?
7. Does the design of my store and the location of my products encourage self-service by my customers?
8. Are high demand items located in areas which will draw customers through the store?
9. Are impulse items strategically located so that customers are encouraged to buy products they did not come into the store to buy?
10. Is my merchandise arranged so that related products are close together and remind customers to purchase the additional items needed to complete a job?

Get the Message Across with Color



Gaining a customer's attention isn't always easy. But one way to make it simpler is through the use of color. And that's exactly what you'll be able to do with the new NAPA Message Center.

This Message Center is made up of eight special messages which can be displayed within a hanging frame placed next to your store's entrance. These messages give such information as "Professional Parts Know-How," "Ask Us About The NAPA National Warranty Program," "Imports? Yes!" and your store hours. Special messages are also available upon request.

Each message has a bright background color which is a sure way to make customers take notice of your services. Just take a look at the photograph on the right. Contact your Distribution Center to order your Message Center!

Merchandising with SILVERLINE™



SILVERLINE products are arriving in NAPA AUTO PARTS stores daily. Once your order arrives in your store, remember there are special merchandising strategies to keep in mind.

One of these strategies is the placement of SILVERLINE products. SILVERLINE products should be displayed next to the corresponding NAPA brand products. The reason being that when SILVERLINE products are placed next to the NAPA brand products, they provide you with the opportunity to "sell-up."

Customers are going to notice that on your shelves are two sets of products in two different boxes and at two different prices. Noticing this will prompt them to ask why. And there lies the opportunity. By explaining the difference between the two lines, you and your employees will be able to help the customers recognize the value of the NAPA brand line and, hopefully, choose it over SILVERLINE.

However, if the customer still wishes to purchase the SILVERLINE part, you're still a winner. Now that he knows the difference between the lines, the customer leaves the store with something to think about and the knowledge that your store is willing to provide him with assistance when he needs it. It's one of the best ways to gain loyal and regular customers.

A Good Thing Continues

One thing that hasn't changed about Creative Selling is the Creative Sales Contest. It's still running and that means you can still win $50.00 for your creative sales ideas.

Simply send a description of your sales idea and how it worked to increase sales in your store and NAPA Headquarters will send you a check for $50.00. If you have photographs, that's even better because we'll use them when your sales idea is described in this section of *Outlook*.

Send your idea to *Outlook*, c/o NAPA Headquarters, 2999 Circle 75 Parkway, Atlanta, Georgia 30339.