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FARM SHOW A BIG HIT

Coats Auto Supply in Coats, NC (served by the High Point Distribution Center) recently held a Farm Day Sale that was very successful.

According to Terry Miller, owner of Coats Auto Supply, this was the first time he had done something like this and was apprehensive about its outcome. However, Coats Auto Supply's Farm Day Sale went over well.

The sale was held all day (on a Friday) and half of the following Saturday. A week before the event, Miller ran an ad, in the local newspaper, stating details about the sale. He also contacted all of his farm accounts by telephone and personally invited them to the sale. Miller was surprised that his Farm Day Sale resulted in the sales of many products he had never sold before!

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Enthusied by his initial success, Miller already has plans underway for next year's Farm Day Sale. He plans on mailing out personal invitations to his farm accounts and to hold the sale over a longer period of time. Miller believes that an event such as a Farm Day Sale helps show his farm accounts what NAPA can offer them.

If you operate a NAPA AUTO PARTS store in an area where you have a large number of farm accounts, or where there is the potential for acquiring farm accounts, try a Farm Day Sale. You'll be pleased with the results!

SHIVER ME TIMBERS! IT'S THE NAPA PIRATES!

Here's one way to get the most out of a Car Care Days Sale — become a "NAPA Pirate." That's what the outside sales team at the Columbia, SC Metro Division did during their recent sales blitz for the Spring Car Care Days Sale.

The Columbia Metro Division sales team sent out letters, one week in advance of the sales blitz, to all of their dealer customers announcing that the "NAPA Pirates" were about to land with "treasure chests full of gold and silver car care savings on NAPA brand products."

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The "Pirates" put together a NAPA Spring Hot Sheet consisting of NAPA oil, brake shoes and pads, freon, Rayloc water pumps, batteries, paints, spark plugs and ignition wire sets and air filters. Along with special prices on these products, the "NAPA Pirates" also utilized the Spring Real Deals catalog.

In addition to having special price-product promotions

and the Real Deals catalog, the Columbia-Metro outside sales team also had a gift certificate program as part of their dealer sales blitz. This gift certificate program was based on the customer's dollar volume. Depending on the dollar amount the dealer spent, he would then be eligible for so many chances to win gift certificates.

Each dealer customer also received a peppermint can-nonball to "sweeten their disposition and to put them in the right frame of mind for buying NAPA Specials."

The "NAPA Pirates" sales blitz was so successful that the sale quotas set for each "Pirate" were greatly exceeded.

TRIVIA GAME KEEPS CUSTOMERS COMING BACK

If you thought that trivia games only increase business for the companies which manufacture them, think again. Goss Auto Parts in Doylestown, PA (served by the Philadelphia Distribution Center) came up with a sports trivia game that keeps customers coming back to the store.

Using the TAMS computer, Goss Auto Parts puts a sports trivia question on all of their invoices. If a customer answers the question correctly then a prize, such as a can of WD-40, is awarded. After a correct answer is given, a new trivia question is placed on the invoices.

According to William Dunn, manager of Goss Auto Parts, daily customers are among the most active participants in the trivia game and they usually call in with their answers as soon as they receive their deliveries.

To encourage sales, there's a special rule that applies to Goss Auto Parts' trivia game — one answer per invoice. In other words, if a customer gives an incorrect answer and wants to try again, he or she must make another purchase.

Dunn says that the trivia game definitely keeps customers coming back to the store!

NAPA'S "WHOLE STORY" ADS TO APPEAR ON GOODWILL GAMES

For the first time since 1976, athletes from around the world, including the U.S. and Russia, will compete this summer in the Goodwill Games. And NAPA is going to take part in this endeavor as an advertising sponsor.

The games will involve more than 3,500 athletes from 50 nations who will compete in 18 sports, such as swimming, gymnastics, weightlifting, boxing and track and field, before a worldwide television audience. The U.S. will send a full complement of teams to the Goodwill Games as athletes began the countdown to the 1988 Olympic Games.

The Goodwill Games will be broadcast by cable station WTBS and 129 hours of coverage will be aired over the two week period from July 5-20th. Thirty-six NAPA spots will air in this time frame, including 18 in the weekend slots, 12 during the weeknight primetime slots and six during the week-night "late-night" time slots.

The Goodwill Games are projected to occur every four years and will be an alternative to the Olympic Games. The 1990 version of the Goodwill Games is already scheduled for the United States. So, mark your calendar now for July 5-20th, and enjoy some of the finest amateur athletes in the world brought to you, in part, by your store and NAPA AUTO PARTS stores all over the country.