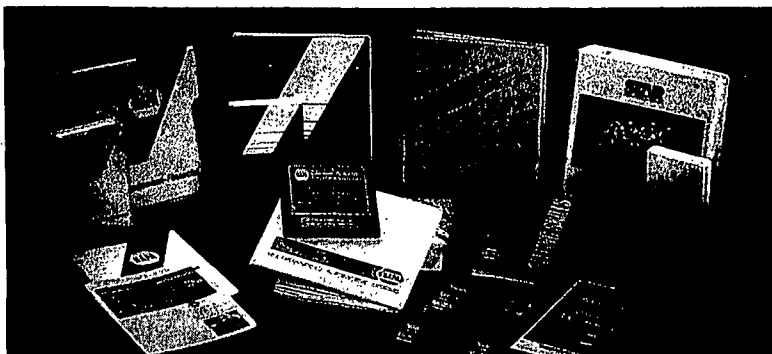


TRAINING = SUCCESS



NAPA's training programs give you all the resources you need to have the competitive edge in the automotive aftermarket and they have been developed explicitly to meet your needs.

NAPA's Management Training Courses are designed to help you run the most effective business you can. In 1988, NAPA introduced the NAPA Sales Management Seminar to teach you how to organize and manage your outside sales program. Along with its companion course, NAPA Professional Sales Training, this course provides you with a complete approach to building your store's sales. And the latest addition, "The Look of the Leader" (see page 12), joins the line-up in 1989.

One of the most popular courses in the Management Training area is the STAR self-study program. This course teaches you how to manage your time, how to build an effective team of employees and how to set management goals for your NAPA store.

The second broad area under the NAPA Training umbrella is Employee Training. Courses in this area give your employees the skills they need to be personally and professionally successful. The NAPA Professional Sales Training Seminar is a favorite Employee Training course. Previously called the Outside Selling Skills Program, the course has "graduated"

almost 10,000 people and was revised in 1988 to be even more relevant to today's outside salespeople. It teaches basic selling skills; how to analyze the market; and how to find, build and keep accounts.

A new video/workbook program, Inside Opportunities at NAPA, has been added to the Employee Training program. If you have new employees inside your NAPA store—cashiers, counterpeople or merchandisers—this course is the perfect way to introduce them to their responsibilities and the opportunities they have within NAPA. It also covers the different types of NAPA customers and how inside employees can encourage their continued business. And, it explains the tools a counterperson uses, from catalogs to the ordering and delivery system.

The third category of NAPA Training, Store Customer Training, ensures that your traditional customers can handle any automotive repair problem. The Automotive Service Management Course teaches independent service and repair

professionals the management skills they need to recruit employees, maximize profitability and productivity and, most importantly, get new customers and keep old ones. This course won an Automotive Training Managers Council Achievement Award for the value and scope of its content.

The Store Customer Training program also includes a multitude of technical clinics and videotapes developed by NAPA Manufacturers to explain the application, installation, maintenance and repair of their products.

NAPA's training program gives you what you need to win in the automotive aftermarket. If your business is to succeed in this changing industry, it is crucial that you take advantage of the training resources available to you, your employees and your customers. For details on the various seminars, self-study courses, videotapes and workbooks available, contact your Distribution Center.

STAY AHEAD WITH NAPA COMMUNICATIONS



NAPA's communications efforts are designed to keep you up-to-date on developments in the automotive aftermarket and familiarize you with the latest programs available from NAPA. And NAPA does this through its publications *Outlook*, *NAPA News* and *Update*.

To make sure you get the information you need to stay on top of the automotive aftermarket, NAPA began publishing *Outlook* 10 times a year in 1988. The magazine features news about NAPA's marketing and advertising programs, as well as developments throughout the industry that may affect your business. As in the past, every NAPA AUTO PARTS store receives a free copy of *Outlook*. Additional copies are available by contacting your Distribution Center's sales manager.

NAPA News, NAPA's longest-running publication, is published three times a year—spring, summer and fall. This technical publication is geared toward professional service technicians and serious do-it-yourselfers. It contains service and installation tips and information about the industry's latest products and equipment. A subscription to *NAPA News* costs \$42.00 a year and gets you 100 copies each of all three issues. In addition to being a valuable and timely source of automotive information for you and your

employees, the publication is an effective marketing and public relations tool. By distributing copies to your customers, you let them know that you are dedicated not only to providing them with top quality NAPA parts, but also to supplying them with the latest automotive information. When left behind by your outside salesperson during sales calls, the publication helps keep NAPA on the minds of existing and potential accounts.

The newest NAPA publication, *Update*, is published monthly and contains information on NAPA programs, industry trends, discount programs from manufacturers, special rebate offerings, and other timely issues. This two-page newsletter contains brief news items announcing critical developments. Its format has been designed so that you get a great deal of valuable information in a short time. *Update* is free to all NAPA AUTO PARTS store owners and managers.