

MARTIN-SENOUR INTERVIEWS: WITH NAPA JOBBERS

Midwest NAPA Jobbers Agree: Martin-Senour Is A Great Line To Grow With.



Randy Mesnard, Seneca Auto Parts, Inc., Tiffin, Ohio, has been in the automotive parts business for seven years. He was instru-

mental in getting Seneca to install the complete Martin-Senour line in 1982.

Why did you recommend taking on the complete Martin-Senour line?

"Well, at first we carried factory-packaged colors, spray paints, ATA, and body fillers. Now, we carry the full Martin-Senour line. We also have a seven place mixing system, including Acrylic Enamel, Acrylic Lacquer, and Synthol. I recommended this complete line approach to help expand our business."

Have you noticed any change in your business since you took on the complete Martin-Senour line?

"Yes. Ever since we took on the full line, our sales have increased every month. We have never had a decrease."

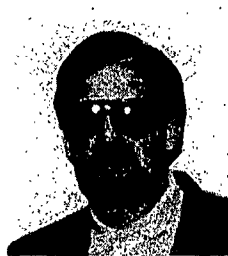
Who are your major competitors?

"Our biggest competitors are DuPont and Ditzler. We have been very successful in cutting into their business because we offer better service and a complete line of paint and refinishing materials from a single source."

How do you manage to beat competition?

"We know our customers want good color match, and we have attended the NAPA/Martin-Senour Training Center to develop our mixing skills. We found out that runs, sags, and drips don't come in a Martin-Senour paint can."

"We recently sent six professional painters to attend the Training Center. They were so impressed they are all giving us some business. NAPA/Martin-Senour are to be commended for this outstanding Training Center, and any NAPA Jobber not taking advantage of it is missing out on a great business builder."



Louis Mosconi, NAPA Auto Supply, NAPA Jobber, Libertyville, Illinois. Prior to becoming a jobber, Louis had been associated with

a NAPA Jobber for over five years. Asked why he decided to become a NAPA Jobber, his answer was, "My partner, John Doss, and I decided we liked the jobbing business and wanted to give it a try."

Where do you feel your greatest sales potential lies?

"We like the Martin-Senour line. We do a lot of business with fleet accounts. We also work with several car dealers with body shops where we get most of their refinishing business. My partner and I are in the process of analyzing our market. With the help of our Martin-Senour Rep, we plan to get several new accounts."

"We found out that runs, sags, and drips don't come in a Martin-Senour paint can."

What was your first step after taking over the business?

"I attended the Martin-Senour Training Center where I learned a lot about mixing and selling paint. The instructors there were professionals. I found out that mixing and selling paint is not that complicated. Now I can go out and call on body shops with more confidence."

Tell me what you like best about the Martin-Senour line?

"John and I both like the completeness of the line. We maintain a good inventory and offer our body shop customers everything they need from one interested source of supply. This is important, it saves them time and money."

"The Martin-Senour line is profitable, too. And while our business is growing, John and I feel we have a great opportunity to expand our sales and profits with this quality line . . ."



Thomas Tomlinson, Tomlinson Automotive, St. Marys, Ohio. Tom recently joined his father, a veteran NAPA Jobber of eight years, as a

partner. Why? "I like the auto parts business, and Martin-Senour is one of our top lines."

In what way does Martin-Senour help your day-to-day business?

"We have a great deal of competition for the paint business in our area. We do well with our body shop customers because we carry a good inventory and the Martin-Senour line is so complete. This helps us get sales that might otherwise go to our competitors. As a result, our paint business has increased substantially in the last year."

Any other way Martin-Senour helps?

"I recently attended the Martin-Senour Training Center and learned a lot about mixing paint and how to sell the various systems. The instructors do an outstanding job. I learned a lot in a relatively short period of time."

How do you go after new business?

"Body shops like to be called on. They also like to receive the 'PROFINISHER.' We usually deliver the PROFINISHER because it frequently leads to an order. When our Martin-Senour Rep stops by, he makes some calls with us, and this helps stimulate our paint business, too."

Our thanks to all the above NAPA/Martin-Senour Jobbers for the time they gave us for these interviews.



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