

SELLING SAFETY (cont.)

sturdy new ladder, for such falls are a common cause of injury at the workplace.

Your salesperson should also actively promote safety precautions and products to your paint and body shop customers, for they deal with many potentially hazardous materials. Promoting fireproof paint and solvent storage cabinets should be a must, as most automotive paint products are extremely flammable and should be kept well away from flame and spark sources. Additionally, such cabinets help avoid the potential safety hazards of scattered odd lots of paints and solvents in out-of-the-way, unsupervised areas of the shop.

Safe handling and protective gear can also be promoted to body shop customers in the form of approved safety lights, gloves, goggles and air system filters, masks and respirators, as many paint and body shop chemicals can be harmful to inhale.

Additionally, solid knowledge on the part of your outside salesperson of the various products you have to sell can help them promote safety. For example, a working knowledge of lifting equipment, combined with keen observation, will enable your outside salesperson to recommend a particular piece of equipment to assist in many of the lifting activities that your customer's employees normally perform. Such a suggestion, along with instruction on safe use and operation of the lifting equipment, can serve as a preventative measure against employee back injuries from improper lifting methods or attempts to lift a too-heavy load. (Back injuries, by the way, are one of the most common injuries occurring at the workplace.)

Knowledge of batteries and familiarity with the safety precautions that should be exercised whenever working on or near a battery are other areas that deserve attention. Again, protective clothing and goggles are a must.

Another safety-related concept that deserves your outside sales-

person's attention is the active promotion of first aid kits and fire extinguishers. A well-stocked first aid kit is a must for any workplace, as is an easily accessible fire extinguisher along with the common knowledge of how to operate it. Then, to keep these safety precautions an ongoing practice, your salesperson can occasionally check to make sure that the supplies in the first aid kit are maintained and that the fire extinguisher is operational and ready for use should the need for it arise.

To kick off your safety-related products campaign, you may want to advertise and hold a clinic for your dealer customers and their employees, reviewing safety data, instruction and information on many of the items and materials your customers work with daily. Then, you can suggest the variety of safety-related products that you have to offer as possible remedies to potentially hazardous situations.

To help you and your outside

salespeople (as well as your own employees!) develop a knowledge of safety products and practices, you might want to refer to OSHA's *Handbook for Small Businesses* (OSHA 2209).^{*} This book can provide you with much helpful information concerning what safety factors to look for that you can develop into sales opportunities, as well as advice on promoting and getting employee cooperation with the safety concept.

If you are sincerely interested in expanding your existing market opportunities while improving customer relations by demonstrating a concern for their safety, then you should by all means investigate the potential profits that lie in actively promoting and selling safety and safety-related products.

^{*}A copy of OSHA's *Handbook for Small Businesses* (OSHA 2209) can be obtained by writing: U.S. Department of Labor, OSHA, Office of Public & Consumer Affairs, Room N-3641, 3rd & Constitution Avenue N.W., Washington, D.C. 20210.

NAPA INSURANCE NEWS

NAPA GROUP INSURANCE

TRUST: To serve you more efficiently, your NAPA Group Insurance Service has instituted a new claim system. In order to help speed up payment of insurance claims, claims should no longer be forwarded to the NAPA Group Insurance Trust offices in Schaumburg, Illinois. Instead, all claims should now be "certified" by the individual in your store who handles the insurance program for your store. These claims should then be sent directly to the John Hancock Claim Office in your particular area.

By now, you should have already received a letter from the NAPA Group Insurance Trust offices explaining this new claim payment system and providing you with the address of the John Hancock office where your claims should be sent. If you have not received this information, or if you have any questions at all concerning your NAPA Group Insurance program, do not hesitate to call your NAPA Group Insurance Service toll-free at 800-323-6898. (Illinois jobbers call 312-884-0602.)

NAPA SAFETY GROUP INSURANCE:

For thirteen years now, your NAPA standardized Safety Group Insurance program has proven reliable, providing specialized coverage to suit the needs of the NAPA Jobber. This program is designed for your convenience — one insurance company with offices located nationwide to serve you with local claims and loss control engineering.

Since the NAPA Safety Group Insurance began, dividends returned to NAPA Jobbers now total \$2,590,902 — a sizeable savings in insurance costs. And for 1980, because of NAPA Jobbers' safety practices, the following dividends were distributed:

Worker Compensation	30.1%
Property & Casualty	4.7%

This was a distribution of over \$800,000.

Make sure you utilize your NAPA Safety Group Insurance program. For more information, contact:

NAPA Safety Group Insurance
P.O. Box 95406

Atlanta, Georgia 30347

Or call toll-free: 800-241-3202.