GETTING THAT BODY SHOP BUSINESS

This year alone the body shop market will purchase ten-billion dollars worth of parts, paint, tools and equipment. Eight-billion dollars of that figure will be spent on products other than paint. And, six-billion of that eight will be spent on goods which are now available through the NAPA system.

Goods such as paints, abrasives, shocks/struts, chassis parts, brakes, belts and hoses, water pumps, clips/fasteners, clamps, coolant, air conditioning parts and lighting products are all staples in a NAPA AUTO PARTS store and they are all products needed by the body shop market.

But body shops also need more. They need air tools, hand tools, polishers, drills, lifting equipment, compressors, spray equipment, electrical parts, couplers, chemicals, polishes, striping tape, grilles and lens. And what about items such as push brooms, oil dry, wiping cloths and soaps and cleaners? Body shops have a need for those products as well.

What this all boils down to is that the body shop market is a market which presents NAPA AUTO PARTS stores with sales potential. That's the reason that the P.B.E. (Paint and Body Equipment) Flyer was introduced early this year. The P.B.E. Flyer is a sales aid, a product awareness tool, an informational piece which serves as an advertising vehicle. It educates the body shop customer, telling him about the vast array of products which are available to him from his NAPA AUTO PARTS store—your store. The P.B.E. Flyer also serves, by informing and educating, to help pull those body shop customers away from the competition. Additionally, the P.B.E. Flyer can be used as a method for selling-up or as a leave behind piece for sales calls.

The P.B.E. Flyer is a four-page, four-color newspaper tabloid and will be published three times in 1989. Each issue will feature an array of products frequently purchased by body shops and body repair centers and the featured items will be specially priced for each issue's effective 60-day sales period.

The P.B.E. Flyer is available to all NAPA AUTO PARTS stores on an annual subscription basis of $25.00. For this annual cost you will receive 25 copies each of the three 1989 issues. Enclosed with each issue will be a bulletin outlining all of the specially priced merchandise and complete details on receiving your credit or discount.

There's no better way to reach your body shop market. Make plans now to get that increased market share in 1989. Contact your Distribution Center about the P.B.E. Flyer.

