



# JOBBER GENE STENCE TALKS ABOUT HOW TO Spring To Success

**Q: Now that you've explained why you selected the Mac's special, what did you add to it to insure a successful promotion?**

**Stence:** After deciding on the Mac's special and ordering a trailer-load of oil, I then thought about how to build store traffic.

I'm a strong believer in local advertising because it has worked for me in the past. I made up a full page newspaper ad and ran it four times prior to the event. The ad told consumers the

**Stence:** Yes, to guarantee success, I did a number of things. One, the owner of the hardware store next to me and I arranged for hot dogs and cokes to be served during the two days. It was a traffic builder for him, too.

Two, I used an Indy-style racing car as a frontal display. A Mac's/Valvoline mini-race car was on display and was the grand prize award to a lucky customer. We also gave away two pairs of tickets to the 1986 Indy 500.

**Q: How did you measure the success of your promotion?**

**Stence:** Well, we had over 650 people come in the store over that two-day period. I've owned Laporte Auto Supply for 15 years and more people came into the store during this two-day promotion than during any other promotion I've run since I've been in business.

Plus, everything I did for the promotion was fairly easy.

I didn't have to spend a great deal of time to carry it off.

And, even though I spent some money, the results far outweighed the cost. Not only did I see a tremendous dollar increase in my sales, but I also won over some important new customers who will keep coming back to my NAPA AUTO PARTS store for their auto parts.

**Q: What are you planning for 1987?**

**Stence:** My plans aren't firmed-up quite yet. I don't know if I'll use a race car, but I do know I'll use some kind of promotion. Spring Car Care Days Sale is an excellent opportunity for higher sales and I'm sure not going to let it pass by.

While winter may still have its grasp on most of the country, it's not too soon to begin preparations for this year's Spring Car Care Days Sale. That's because the promotional period for the 1987 Spring Car Care Days Sale starts March 30th.

The Spring Car Care Days Sale can be one of the best times to hold a sales promotion. That's because during this period manufacturer specials and national advertising combine, giving your promotion the back-up needed to help make it a success.

That's the formula Gene Stence, owner of Laporte Auto Supply in Laporte, IN (served by NAPA Sauk Village), population 25,000, used during his 1986 Spring Car Care Days Sale. His local efforts, together with a manufacturer's special and national advertising, blended together to make last spring's event one of his best Car Care Days selling periods.

Here's an interview with Stence, showing what he did and how he carried it off.

**Q: First, which manufacturer's special did you use and why did you pick that one?**

**Stence:** We built our promotion around Mac's/NAPA Motor Oil's Spring Special that featured 10W-40, 10W-30 and straight 30 weight oil. Mac's set a discount price on the oil, offered a consumer rebate and Mac's furnished posters, P.O.S. and P.O.P. materials to help in advertising.

I've always used Mac's/NAPA Oil/Valvoline specials in my store and they've always helped to increase store traffic and sales. The promotion was held in May, making the timing perfect. This area of the state goes wild because of the Indy 500. So, it was only natural to promote oil. All motorists need oil and we benefited from the heightened awareness of auto care created by an event like the Indy 500.



*Jobber Gene Stence in his Laporte, Indiana store.*

specials, the location and the events (hot dogs, race car, prizes) being held. I also aired a radio spot twice a week for two weeks prior to the event. That radio spot conveyed the same information as the newspaper ad.

Then, for the two days of the promotion, I ran a different newspaper ad reinforcing the oil special and highlighting four specials on the NAPA Power battery and spark plugs.

Advertising for this promotion cost me about \$1,000, but I recovered much more with the increased sales the promotion generated.

**Q. So you advertised because you knew from past experience how advertising a sales promotion can be a great traffic builder. Did you do anything else?**

## Help's Available!

There are some highly effective tools available for you to build your own successful promotion. These tools include the Spring Car Care Days Sale local promotional kit, pre-recorded radio spots, banners and P.O.P. signage.

The Spring Car Care Days Sale local promotional kit, radio tapes and P.O.P. materials are free to NAPA AUTO PARTS stores participating in the National Advertising Program. Provided

in the kit are ready-to-run newspaper ads and clip art and blank ad mats to create your own ad. In addition to the newspaper ad materials, the kit also includes useful merchandising tips.

To find out how you can get your Spring Car Care Days Sale local promotional kit (or any of the other 1987 materials), contact your Distribution Center's Sales Manager.