

ager and their handling of—"Sales Planning"—and "Programmed Advertising and Merchandising" with all of their Jobbers.

The NAPA Jobber of today realizes the significant trend in the do-it-yourself market and, to a degree, is beginning to appreciate the value of well-planned and executed local advertising and local merchandising on his part.

However, he is basically a small businessman with little or no inclination, training, or experience in professionally approaching advertising, merchandising, and selling. Hence, it is natural for him to look to NAPA, not only for advice, but "on the spot" assistance.

We believe NAPA should seriously consider the addition of four carefully selected and properly trained young men who would operate on a national basis working with a number of specific accounts assigned by NAPA Distribution Centers. These "Field Researchers" would assist in establishing annual cooperative advertising programs, selling programs, clinics, merchandising, and all phases of marketing for those selected NAPA Jobbers. These four young men would be added on a progressive basis—two in 1973; one each in 1974 and 1975.

Their primary function would be to act as Advertising/Sales Managers for a great number of NAPA Jobbers, who by the nature of their business, volume, and temperament, would be responsive to this new concept. The end result would generate a considerable amount of business for each of those Jobbers, and naturally for NAPA as well.

These four young men would also act as the "basic trainers" in holding periodic training meetings at appropriate times with our DC Sales Managers and Assistant Sales Managers. They would provide the managers with the know-how, the proper techniques, and the motivation to equip them to do a more effective job in the field of cooperative advertising/merchandising and selling at the Jobber level.