

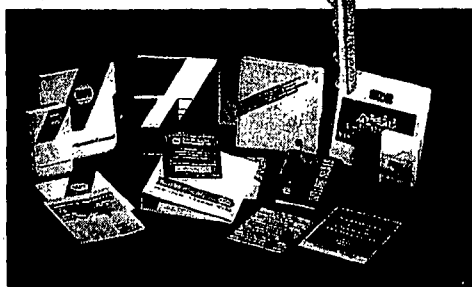
Training, you can never get enough of it. Just ask an Olympic gold medalist, a well known star of the theater or a famous classical pianist.

Training can also play an important role in the success of your NAPA AUTO PARTS store. That's because people are the key to a successful NAPA AUTO PARTS store.

For 1988, NAPA has strengthened an already impressive array of training programs with two new additions — the NAPA Sales Management Program and the NAPA Professional Sales Training Program.

The NAPA Sales Management Program is designed for NAPA AUTO PARTS store owners/managers who are planning an outside sales program. This new program will provide you with all the tools needed to implement an outside sales program, including hiring, paying and monitoring the performance of outside salespeople.

If you've just hired or are about to hire an outside salesperson, an excellent course for getting him started right is



the NAPA Professional Sales Training Program. Also a good refresher course for your experienced salespeople, the NAPA Professional Sales Training Program provides detailed information on how salespeople should manage their time and territory, how to use sales tools effectively and how to evaluate prospects and customers. In short, salespeople who complete the NAPA Professional Sales Training Program will have the skills and knowledge necessary to improve your business and your profits, and provide greater service to your customers.

In addition to the NAPA Sales Management Program and the NAPA Pro-

fessional Sales Training Program, other excellent management and employee training programs, such as the Supervisory Training and Responsibilities (STAR) Program and the NAPA Professional Program (which includes Understanding Automotive Systems and Inside Selling Skills), are available in 1988.

And NAPA hasn't forgotten training for your traditional customers either. With the Automotive Service Management Course and technical clinics sponsored by NAPA manufacturers, your traditional customers will be well qualified to handle any automotive repair problem.

NAPA's training programs provide a winning approach that combine solid sales management, service and face-to-face selling skills that are attuned to the needs of NAPA AUTO PARTS store owners/managers, their employees and their traditional customers. NAPA's training programs give you the unbeatable edge to keep you on the move in 1988!

Time is of the essence in your business. You want to know about the latest NAPA programs and the most recent merchandising tips, but, at the same time, you need to be assisting your customers. With NAPA's 1988 communications package you can get the necessary information that will make your business successful and still let you devote time to your customers.

Headlining NAPA's communications package is *Outlook*, a magazine designed to give you and your employees all the information needed about implementing the latest NAPA programs, reaching your special markets and merchandising for greater impact. It will be published 10 times in 1988 and, as was done last year, every NAPA AUTO PARTS store will receive one free copy of *Outlook*. Additional subscriptions can be obtained by contacting your Distribution Center's Sales Manager. So keep an eye on your mailbox for *Outlook* in 1988, it's just one more way you'll be on the move to your

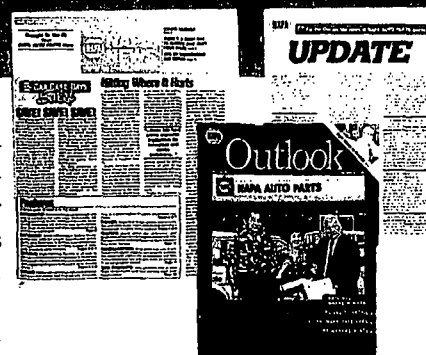
best sales year ever!

It's no secret that the majority of today's automobiles are becoming increasingly more complex. One way your customers can keep up with the changes in automotive technology is with *NAPA News*.

Published three times a year, *NAPA News* contains a wide range of service tips, technical information and product announcements that any service technician or DIY'er will find valuable. And *NAPA News* only costs \$42/order. That means, for each order you place, you'll get 100 copies per issue of *NAPA News*.

Besides containing invaluable automotive service and maintenance information, *NAPA News* can be useful in a number of ways. For example, it can be given to your retail customers as a reminder that you appreciate their business and *NAPA News* is a great door opener or leave behind when calling on new sales accounts.

Contact your Distribution Center's



Sales Manager today and place your order for *NAPA News* and cash in on the benefits it can bring you from your retail and traditional markets.

Returning in 1988 is *UPDATE*, a monthly newsletter sent free to every NAPA AUTO PARTS store owner/manager. This brief, but highly informative newsletter presents up-to-the minute information concerning NAPA programs, special offerings and discount programs from NAPA manufacturers. With every issue of *UPDATE*, you will quickly get the facts needed to keep you ahead of the competition and on the move in 1988.