

SPRING MONEY MAKER (cont.)

sales piece can be a great asset to your dealer selling efforts, for it's a sales program in itself that requires very little effort on your part. To use it easily yet effectively . . .

1: Mail a copy of the "NAPA Car Care Sale" booklet to each of your important dealer accounts. Enclose with it a cover letter from you explaining the sales program and how the dealer customer should use the book. Include in your letter the date and time that your outside salesperson will be stopping by to answer any questions the customer may have and to take his order. (If you don't have an outside salesperson, perhaps you could call on these customers yourself. Or, you may want to appoint one of your counterpeople as a temporary outside salesperson for the duration of this special sale event. Many counterpeople are eager to cross over into outside sales work, and who knows? You may be so pleased with your counterperson's performance during this temporary selling assignment that you might

decide to keep him on as an outside salesperson on either a full or part time basis.)

2. Your outside salespeople should carry a supply of these impressive seasonal sales digests to hand out to other prospective or "smaller-but-interested" dealer accounts. But remember — it's generally better to leave the booklet with the customer and return a few days later (or a few hours later, whichever the customer prefers), setting up a specific appointment to come back and take the order. This gives the customer time to study the items at his own convenience without feeling pressured.

THE "NAPA HOME AND CAR CARE" CIRCULAR: DESIGNED TO BUILD RETAIL TRAFFIC AND SALES

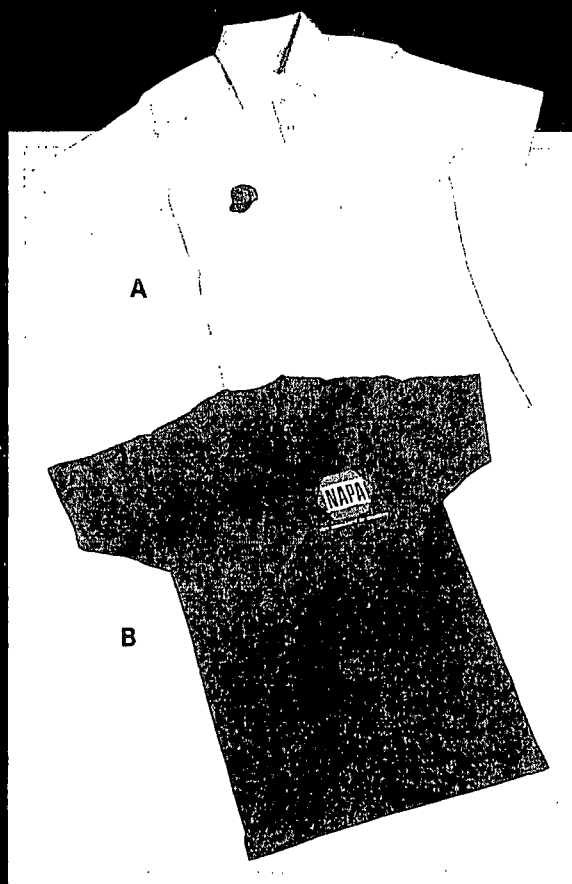
The "NAPA Home and Car Care" circular is an outstanding tool to build extra retail traffic and sales this spring. It provides the perfect focal point around which any NAPA Jobber can develop a full-line local retail promotion. And

this year, it has been revised to be even more attractive to the retail-minded NAPA Jobber. Your 1981 "NAPA Home and Car Care" circular allows you to compete with — and beat! — mass retailers at their own game, meeting the retail consumer's quality and price considerations while providing greater cost economy to yourself.

Your newly revised "Home and Car Care" circular program for 1981 offers:

1. **Reduced cost for you.** The 1981 spring circular program is more economical than any of your earlier circular programs. As revised, these new circulars cost only 2.2 cents each (or \$22.00 per thousand*). Compare this to last year's average cost of \$58.00 per thousand, or 5.8 cents each. And remember, both the cost of your circulars as well as their distribution expense are eligible for co-op reimbursement under your 1981 NAPA 70/30 local co-op program.

2. **Plenty of promotional materials — at no extra charge!** Each NAPA Jobber participating in this spring



OFFICIAL NAPA WARM WEATHER APPAREL SWING INTO SPRING

Enjoy the crisp good looks of these official NAPA shirts. Attractive styling, durable construction and quality materials blend to make them one of the finest and most appropriate clothing buys you can make. You and your employees will enjoy wearing these cool and comfortable shirts, and your business will have that added measure of professionalism that is the NAPA way.

SPORTS SHIRT

Sporty and comfortable, the "interlock knit" fabric breathes to keep you cool. Whether on the counter, the course or the court, you'll be at your confident best in the NAPA Sport Shirt. 50/50 cotton/polyester in white with an embroidered gold hat. 73809

ACTION TEE SHIRT

The tee shirt has become one of the basic elements of the American wardrobe. This royal blue, wash & wear shirt dries wrinkle-free and fits to a tee. The NAPA logo and theme line are silk screened for permanence. 805519

