

SPREAD JSA ACROSS THE USA



What's one of the best ways to increase your sales and not increase expenses?

It's JSA—the Jobber Sales Assistance Program.

"JSA is one of the ways that NAPA continues its commitment to the NAPA AUTO PARTS stores across the country," says Bill Valentine, Genuine Parts Company Senior Vice President of Sales. "JSA began in August 1986 through the efforts of dedicated individuals at the Spokane D.C.—Dennis Rigas, Chuck Taes and Jerry Canter. They sought an effective means to provide NAPA AUTO PARTS stores with the sales management needed in calling on and successfully selling to customers."

A benefit with no expense

Since the beginning of the year, 12 JSA managers have been on the job. The program (see page 6) works like this: Each D.C. or group of D.C.'s selects a JSA manager to work with the NAPA AUTO PARTS store owner/manager. Together they identify at least six sales prospects from a number of different customers or potential accounts—dealer, fleet, farm, industrial or body shop—for the store's newly appointed outside salesperson to contact on a weekly basis.

There is virtually no expense to the participating stores because the new outside salesperson is already on the NAPA AUTO PARTS store's payroll and sales commissions are paid only on increased sales. The JSA manager works with the store owner/manager to train the JSA salesperson and follows up via phone calls and weekly reports. The only additional expense to the NAPA AUTO PARTS store is the salesperson's transportation.

Once the JSA salesperson is selected, the JSA manager and a JSA supervisor (factory representative) give individual guidance to the new outside seller. After preliminary instruction, the JSA manager leads the Professional Sales Training course for a JSA sales group. Topics include delivering the complete sales presentation, overcoming resistance, record keeping in a timely manner and working with manufacturer representatives.

"After completing the two-day course, even experienced outside sellers have remarked that the special training opened their eyes on how to be better prepared when making calls and following up,"

says JSA manager Randy Alexander, with the Birmingham D.C. "This is a no-lose situation for everyone involved," he adds.

Successful results

"Prior to JSA, only 27 NAPA AUTO PARTS stores serviced by the Birmingham D.C. had outside salespeople. After my first presentation to NAPA AUTO PARTS store owners, 95 percent wanted to join this program to increase their sales. We added 27 more stores with outside sales representation, doubling the figure. In addition, I've also received more than 30 additional inquiries about the program."

Alexander and the JSA sales force met the challenge. The positive results in sales speak for themselves. For example, two female outside salespeople from participating stores in the Birmingham program have increased sales to assigned accounts by over 100 percent in comparison to a monthly report from the past year, according to Alexander.

NAPA offers a winning sales program at virtually no cost to the jobber.

"Participants are amazed at how easy it is to sell, given good training and quality lines of merchandise."

The payoff for NAPA AUTO PARTS/Brior Auto Parts in Greenville, Alabama, was landing new accounts that increased sales by \$4,100 during April. NAPA AUTO PARTS/Hendrix Service Center in Molino, Florida, is another testimony

to the JSA program. During April, Hendrix reported an increase of nearly 200 percent over April 1987 sales to the same accounts.

Manufacturers also invest in the program as they assign their representatives to assist the JSA managers in training, motivation and follow up.

Help from "Big Brothers"

Known as JSA supervisors, selected manufacturer representatives are assigned as "big brothers" to store salespeople. Many manufacturers currently have JSA supervisors including NAPA Echlin, NAPA Mufflers and Shocks, NAPA Filters, NAPA United, NAPA Belts and Hoses and NAPA Belden, to name a few. The factory representatives know enough of other lines to respond to inquiries about another manufacturer's products.

Currently, 17 NAPA Distribution Centers have established a JSA program and 383 NAPA AUTO PARTS stores have committed to outside selling.

JSA is a winning program. "Our goal is 500 new outside salespeople making at least six calls per week," says Valentine, "and that's 13,000 calls a month. Those calls will result in a lot of additional sales dollars for the NAPA AUTO PARTS stores with new outside salespeople."

The customer benefits by having a specific, knowledgeable representative who can offer sales assistance to save time and money. The outside salesperson receives professional training and participates in an incentive program that can mean substantial additional income. The jobber wins by increasing sales.

To see just how the JSA Program is set up, turn to the chart on Page 6.

JSA SPREADS ACROSS THE USA

Distribution Center	NAPA AUTO PARTS Stores Participating	Distribution Center	NAPA AUTO PARTS Stores Participating
Birmingham	28	Minneapolis	28
Buffalo	29	New England	29
Carrollton/Cincinnati/Cleveland/Columbus	42	New Orleans/Jackson	22
Charlotte	26	Portland	53
Fresno	23	Spokane	42
Houston/San Antonio	30	Sylvester	31
		Grand Total*	383

*May 14, 1988