your advantage for servicing the fleet account. As an NAPA Jobber, you're known for offering only the highest quality parts. NAPA's national advertising is continuously fortifying your quality brand reputation — quality that, to the fleet manager, means protection against breakdowns.

STOCKING & OBSOLESCENCE PREVENTION

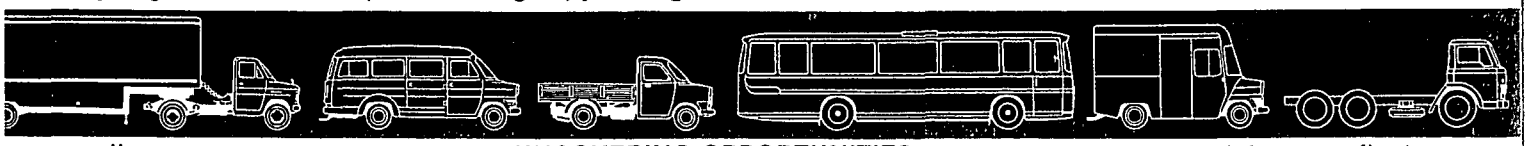
With approximately 92% of the fleets in the country maintaining some type of parts inventory, it's easy to understand why a stocking program is considered a major advantage when a fleet manager is weighing the merits of a potential supplier.

A closer look reveals that small fleets (10-24 vehicles) carry an average inventory valued at $9,637. Medium-sized fleets (25-99 vehicles) maintain an approximate $21,661 inventory level. Larger fleets (100 or more vehicles) stock an average of $77,740 worth of parts.

When you consider that many fleets turn over their inventory three or four times a year, it becomes obvious that fleets are major stocking customers — potential customers to whom your stocking program, complete with NAPA's obsolescence prevention, is an advantage few can afford to overlook.

In summary, as an NAPA Jobber you already have exactly what it takes to service those profitable fleet accounts: coverage capability, overnight delivery to assure availability, highest quality goods and a stocking program with obsolescence prevention.

Assuming you're now convinced that you can easily expand into servicing the fleet accounts in your area, it's time for you to convince them. But before you can sell your services to your local fleet managers, you've got to first *find* them.



UNCOVERING OPPORTUNITIES IN YOUR AREA

Chances are you drive by several potential fleet customers everyday, as fleets of one type or another exist in virtually every area of the country. You may wish to examine your own "backyard" for the following potential customers:

- trucking companies
- road building firms
- local emergency squads
- construction companies
- school systems
- delivery vehicles
- independent carriers
- city/county vehicle fleets (service and police vehicles, fire trucks, street cleaners, etc.)

Starting to get some ideas? You can also obtain a mailing list of prospective fleet customers with assistance from your local Chamber of Commerce and the State Highway Department; even the Yellow Pages can be a great information source for uncovering potential accounts. And don't be intimidated by the size of a fleet operation. One of the industry leaders — which buys $5 million worth of parts annually — makes the bulk of its purchases locally, even though they have 234 locations across the country!

On the other hand, for every fleet with 100 or more vehicles there are 150 fleets with fewer than 25 vehicles. Don't overlook local bakeries, exterminators, dairies, etc. Many NAPA Jobbers have brought their business up by over 20 percent by concentrating their efforts on small local fleets of eight to twenty vehicles.

Okay — now you know you can service fleet accounts, and you should have some ideas as to where to locate your potential customers. But how can you get to these fleet managers to convince them that your store can be their

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The Outside Salesperson: ESSENTIAL FLEET SERVICE

It isn't just helpful to make personal calls on fleets — in most cases, it's essential. The fleet manager counts on a parts salesperson the way other businesses count on a management consultant. A good outside salesperson can help a fleet manager maintain an adequate inventory, keep catalogs current, prepare proper specification, determine cost per mile, solve problems on the spot and keep up with developments within the industry.

Additionally, the outside salesperson can explain NAPA's features and benefits in detail, keep an eye on the competition . . . *and* scout for new fleet customers.

This form of personal selling is the best method of winning — and keeping — fleet customers. There's no substitute for the regular service that fleet operators require. But regular service by an outside salesperson can pay off with large loyal accounts you can depend on for regular orders.

To effectively service a fleet account, your outside salesperson should know the fleet manager's problems and needs: safety, vehicle utilization and costs. He or she should make the effort to learn the fleet's particular requirements. In addition, they should get to know the fleet drivers — 71% of repairs are initiated by the driver's condition report. For these reasons, many NAPA Jobbers have found that hiring a former truck driver or fleet manager as an outside salesperson can be beneficial.

Your outside salesperson should be willing to help maintain the fleet's inventory. He or she should set up a card file on the fleet account and keep as much information on the card as possible. Your outside salesperson should be familiar with the fleet account's vehicle replacement program. This way, he or she can automatically inventory new parts and exchange obsolete parts.

Be sure your outside salesperson provides any support material necessary to maintain warranties, and keeps up to date on regulations and developments in the industry so they can pass the word to your customers.

As a store owner or manager, you should hold evaluation and planning meetings with your outside salesperson every week. You should also make personal calls on each fleet account periodically.

By offering top-notch service, you're laying the groundwork for a profitable, long term fleet account.