SPECTACULAR 1982 NAPA SALES INCENTIVE PROGRAM

TRAVELING FIRST CLASS NAPA STYLE . . .



By now, you can probably see that all of the elements are in place to make 1982 your biggest year ever. You've got promotions that are stronger and more comprehensive than ever before, with you and your dealers getting national as well as local support from the aftermarket leader, NAPA. Well, *almost* all of the elements are in place . . . because there's still more!

NAPA wants to help you show your dealers what it really means to "Go the NAPA Way" — not just with increased business and bigger profits, *but by traveling with you in first class NAPA style. That's why, in 1982, NAPA is offering the best sales incentive package ever — a package that is so unique, nothing like it is available anywhere!*

What better way to reward yourself for the best sales year in your history than to take off in April of 1983 and relax in NAPA style? What better way to convince any skeptical dealer that the NAPA way is the *only* way to go in 1982? And getting your dealers to actively participate in your NAPA Spring and Fall Car Care promotions, as well as to keep their level of purchases from you up throughout the year, is the reason behind this sales incentive program. NAPA wants to: 1). help you cement the ties you already have with your good dealers, and 2). give you an effective selling tool to capture new dealers and to encourage changeovers. And this sales incentive program will do both!

All of NAPA is totally committed to this aggressive approach to broadening your customer base and increasing your sales volume. Let's look at exactly how serious all of NAPA is about this sales incentive program . . .

First, how serious are your NAPA Manufacturers? Serious enough and convinced enough of its effectiveness to contribute to the cost of two trips per NAPA Jobber and two trips per dealer outlet for as many dealer outlets as you enroll. They're serious enough to offer 12 months of spiffs to both you and your dealers on purchases of designated, mostly D-class, products. These spiff coupons can be used to offset the cost of travel for both you and your dealers. Is that serious enough?

How serious and committed is your NAPA Distribution Center? Serious enough to help you design your own custom earnback program for the most exciting and glamorous travel package in the aftermarket. Four of the most sought after vacation spots in the world — Acapulco, Hawaii, Disney World/Orlando, Florida and the nation's showplace, Las Vegas!

And NAPA has developed professional sales pieces to really help you sell this sales incentive program to your dealer customers. You'll have available four sharp four-color brochures — one for each of NAPA's destinations. What's more, NAPA has prepared a professional motion picture for you to use at your dealer nights. Out of the four destinations, you'll probably want to offer only one or two. So the film has been created to allow you to show only the destinations that you're offering. And this film serves another function as well. It explains the entire 1982 NAPA marketing plan to your dealers — how it will help to generate more business and more profit for them.

You'll find out all about NAPA's fantastic new sales incentive program at your NAPA Distribution Center Marketing Conference, where you'll receive your own sales incentive program guide. This book takes you step-by-step through each of the elements of the program.

Now — how serious is NAPA about helping you broaden your customer base, strengthen the bonds between you and your dealer customers, and increasing profits for both of you? Serious enough to make sure that when you "Go the NAPA Way" in 1982, you're headed for your biggest year ever!