



\$SALES\$ PROGRAM \$UCCE\$\$E\$

CATHEDRAL CITY AUTO PARTS DOES BIG BUSINESS IN NAPA SMALL ENGINE PARTS

In the Los Angeles area, the average sales figure for NAPA Small Engine Parts per Jobber is \$340 per year. So NAPA Jobber Julian Hollander's Cathedral City Auto Parts in Cathedral City, California, was doing an average business in NAPA Small Engine Parts when it sold \$320 worth in 1982.

1983, however, was not an average year: \$5,060 worth of NAPA Small Engine Parts were sold by Cathedral City Auto Parts by the year's end.

What accounted for this tremendous increase? The efforts of Floyd Vail, outside salesperson for Cathedral City Auto Parts.

Vail began a concentrated sales campaign, showing various NAPA Small Engine Parts assortments to every customer prospect he could think of, including golf courses, cemeteries, lawn mower shops and landscaping companies. Many of the prospects purchased items on Vail's very first call.

What's more, the competitive prices of the NAPA Small Engine Parts line prompted many of the shops to begin ordering quantities immediately.

As many of these shops tend to order in quantities of ten, twenty, thirty and up, it took considerable effort for Cathedral City Auto Parts to adjust to the increased demand. But within a few months, store owner Hollander and outside salesperson Vail had the inventory adjusted to handle the business.

Vail says he can't even estimate the amount of additional dollars that his NAPA Small Engine Parts campaign is bringing in through sales of related lines, such as Balkamp, NAPA Batteries, Martin-Senour, chemicals, tools, and miscellaneous shop supplies.

He does know, however, that the increased sales results of this 1983 blitz are continuing into 1984: by the end of the first quarter of this year, Cathedral City Auto Parts was enjoying another increase — this time of 75% — in sales of NAPA Small Engine Parts.

ELECTION YEAR WINNER: NAPA TEMP SERVICE CLINICS

In a rare election year consensus, NAPA Jobbers across the country agree that NAPA Temp service clinics are good for business.

"I don't know how you could put a price tag on them," says Jim Schultz of Orange County Auto Parts in Santa Ana, California, where clinics are staged monthly at two stores.

"Our sales of air conditioning parts have tripled in the last three years and I'm sure the air conditioning clinics we've held during that period have had a lot to do with that success. If our customers don't know what to look for, they won't know what to buy. A lot of mechanics were afraid of air conditioning before clinics became available."

According to Tim Van Alstine of Boyne Auto Parts in Boyne City, Michigan, "Our air conditioning business is up by at least 65 percent since our NAPA Temp clinic last year."

"It's important for our customers to realize NAPA has air conditioning parts," he continues. "We've even sold three or four of those big charging centers. And the clinics are a good way for our counter people to know how to solve customers' problems. No matter what kind of clinic you're putting on, your own employees are an important part of the audience."

NAPA Jobbers interested in learning how they can become a part of NAPA Temp's air conditioning clinic schedule should contact their NAPA Temp representative or their NAPA Distribution Center sales manager.

NAPA JOBBERS EARN MORE THAN \$25,000 IN 1983 COUNTER AGENT PROGRAM

Last year, nearly four of ten jobbers caught the NAPA Belts/Hose Counter Agent and earned for themselves \$25.00 cash awards.

In all, more than \$25,000 was awarded to over 1,000 counterpersons.

Initiated in 1979, NAPA Belts/Hose Counter Agents, disguised as do-it-yourselfers, randomly call on NAPA Parts Stores across the country. The Counter Agent asks to purchase a V-belt or engine hose.

To be an instant \$25.00 prize winner, the counterperson must suggest the purchase of another cooling system product sold by NAPA Belts/Hose.

Related selling is nothing new to most professionals. It can be used to sell anything — not just belts and hoses. To the customer, related selling is old-fashioned good service. To the counterperson, it's money in the pocket.

This year's Counter Agent program has an additional \$10.00 Bonus Award for NAPA Jobbers who display a special poster or counter card promoting regular V-belt replacement. Counter Agents will be making random calls from March through November.

NAPA BRAKE SHOP AND LIFETIME WARRANTY PROGRAM BRING IN NEW STOCKING DEALER ACCOUNTS

The NAPA Brake Shop program, which carries the new Lifetime Warranty program, Cause and Effects chart, the Automotive Brake Service Guide and Brake Shop signage to tie the dealer in with the NAPA Jobber, is proving to be a natural for increasing stocking dealer accounts. Take, for example, the success of Colorado Parts Company in Fort Collins, Colorado, one of a six-store group.

In late May of last year, Rayloc representative V.J. "Smitty" Smith approached store sales manager Bob Chinn with a plan for using the NAPA Brake Shop program to increase Colorado Parts Company's number of stocking dealers. Chinn decided to go ahead with the plan, which worked as follows...

Smith held a kick-off clinic for Colorado Parts Company's five outside sales people, explaining the NAPA Brake Shop Program and the Lifetime Warranty. He then said that he would spend one-half day working with each of the outside salespeople, calling on current and potential dealer customers. At each call, they would offer an assortment of three sets of disc pads and the Brake Shop package, along with the Lifetime Warranty. To offer a special incentive, any dealer who bought the package would be included in Colorado Parts Company's newspaper ads, mentioning his place of business as the place to go for a lifetime warranty on brake shoes.

The results of the sales blitz were amazing. Colorado Parts Company had 5 stocking dealers when the program began. By the end of the blitz, they had 80, many of which began reordering products immediately.

According to sales manager Chinn, the success of the program "proved a couple of things to us. The dealer is interested in a quality product at a very fair price, and he likes to see the jobber support him with advertising."

"Smitty" Smith agrees that the advertising tying the dealers in with their NAPA Jobber played an important role in the success of the program. "I actually had dealers say it was worth the price of a brake kit just to be advertised in a NAPA ad."