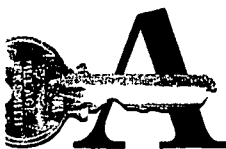


TAKE A CLUE FROM PORT ST. JOE

Treasure Chest Holds Key to Enriching Sales



A clever sales promotion, backed by four weeks of advertising, has won NAPA AUTO PARTS/Port St. Joe Auto Parts in Port St. Joe, FL (served by NAPA Sylvester) \$50 in the Creative Selling "Creative Sales" contest.

Here's what happened: for the month of July, the store displayed a plexiglass box containing thirty \$10 bills in the lobby. Along with the box or "treasure chest" was a poster explaining that hidden somewhere in the city limits was a key to the chest and that clues to the key's location would appear in the store beginning August 1.

Each week in August, the store displayed as many as three clues and ran ads promoting the treasure hunt in a local newspaper. Additionally, the store ran radio spots giving only those clues

which had already been posted in the store's lobby. By the end of August, the key was found by a NAPA customer — glued to the back of a school crossing sign — and the customer has \$300 for his efforts.

According to sales manager, Rick Lamberson, "We were amazed at the interest this promotion generated, especially among those customers we were accustomed to seeing only occasionally. They, and our regular customers, were stopping in as often as twice a week to check the clues.

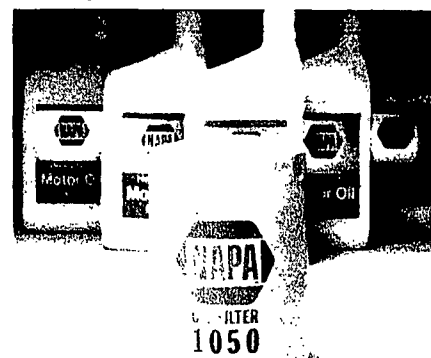
"We were careful to place the clue board near several of our impulse buy items, such as Bargain Buys items. And that definitely got us some additional sales."

If you have a "Creative Sales" promotion, send it to NAPA *Outlook* at 2999 Circle 75 Parkway, Atlanta, GA 30309. It could make you \$50 richer!

SELLING RELATED OR SELLING UP

One Thing Leads to Another

It's true. You're not going to see your profits jump by merely offering a special promotion on one or two items. Selling a few quarts of oil here and a few batteries there just won't do it. But an advertised special can lead to bigger and better things. How? By carefully merchandising related products together and by making sure that store employees take every opportunity to "sell up."



Natural tie-ins to big selling lines can mean plus sales. Filters with oil purchases, jumper cables with batteries and similar related items mean more bigger dollar volume — to customers you already have in your store.

Using oil as an example, consider that in order to perform an oil change, a do-it-yourself customer is going to need more than just five or six quarts of oil. For instance, the do-it-yourselfer could need an oil filter, an oil filter wrench, an oil absorbent compound or mat, an air filter, grease, a grease gun, a drain pan, gloves, a funnel, a jack stand and a creeper.

By merchandising these products together, you'll remind the customer about needed items he may have forgotten. You'll also make his or her shopping easier by saving him the time it would take to locate items that could be in several locations throughout the lobby. Shopping in your store becomes a quick and easy experience for the consumer and that is one of the best ways to get a do-it-yourselfer back to your location the next time.

As for selling up, say the customer thinks he has everything he needs to complete an oil change. On the counter next to the cash register he puts down quarts of oil, a drain pan and an oil

(Continued on page 14)

GOOD NEWS FOR NAPA TRADITIONAL CUSTOMERS

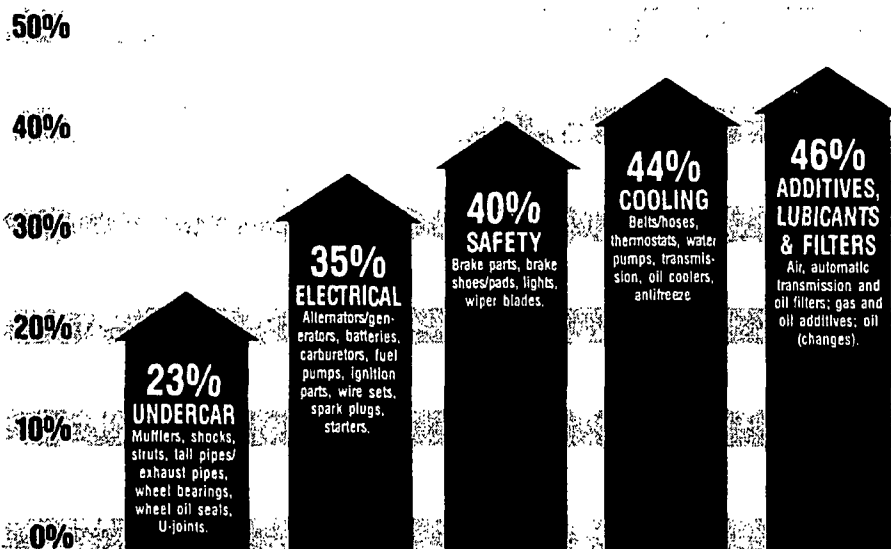
Service Stations on Rebound

In the past year, the Zayre chain has closed 109 of its automotive service centers across the country. One of the major reasons they cited was "the re-emergence of strong service at surviving gas stations."

That leads us to the question of "how

much business service stations are getting from the marketplace?" Well, take a look at the percentage of business service stations are getting. It just might come in handy the next time your outside salesman makes a call.

PERCENTAGE OF BUSINESS DONE BY SERVICE STATIONS



Source: MEMA, 1986