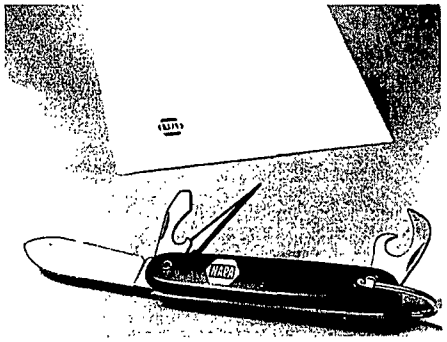
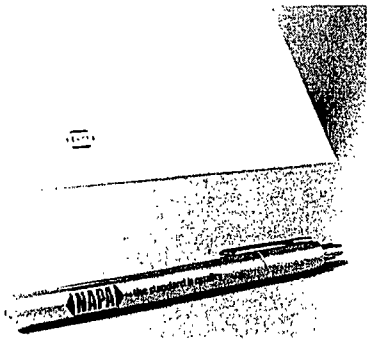
HELPING YOU REACH PROSPECTIVE CUSTOMERS

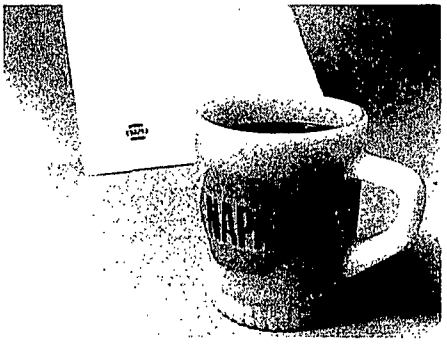
NEW FLEET/INDUSTRIAL DOOR OPENER PROGRAM

Everyone would agree that fleet and industrial accounts can be a lucrative part of your customer mix . . . if only you had an effective way of breaking the ice with the key accounts in your area. After all, there's nothing tougher than cold-calling these potential accounts.

That's why NAPA will take the "cold" out of the call in 1982, with the new Fleet/Industrial Direct Mail Program. Although this will be a national program, it has been designed with an important local touch. Here's how this new program will work . . .









A series of four personalized letters, each signed by either you or your outside salesperson, will be mailed directly to your potential customers, *by name.* Each letter will introduce you and your store, as well as explain what you can do for your prospect. They'll tell the story of NAPA's availability, quality, overnight delivery and coverage. What's more, the first three letters will include a small gift — a practical selection of NAPA premium items.

The last mailing will be the real "door opener." The fourth letter your prospective customer receives will let him know that you will be calling on him to further discuss doing business and to deliver his final NAPA gift item in person. This final gift item — an NAPA Gold Hat with the prospective customer's name on it — will be sent to you, so you can in turn arrange a visit with the prospect and then deliver it to him. And there you have it — a ready-made sales call!

All you have to do is fill out an order form listing the prospect's name, address, etc., and include a sample of the signature you would like to appear on the letters (either yours or your outside salesperson's). Then send the order form to your NAPA Distribution Center, and the NAPA Merchandising Center will take care of all the mailing for a small mailing and handling charge.

What an easy way to get into that high-volume business! The door is open and the climate is right, with the potential to do thousands of dollars worth of business.

Building Year 'Round Store Traffic

NAPA's Bargain Buys

To help build store traffic at opportune times throughout the year, NAPA will be offering three special promotions called NAPA's "Bargain Buys."

"Bargain Buys" are price-competitive consumer products with the specific purpose of generating added store traffic. Each "Bargain Buys" promotion will consist of three or four products, offered by your NAPA Manufacturers at very special prices.

The first "Bargain Buys" promotion will run from February 1 through February 27, 1982; the second will run from May 31 through June 26, 1982; and the last one will run from November 22 through December 24, 1982.

To help you spotlight the availability of these quality products at these special prices, a "Bargain Buys" promotion kit will be available to you for each of the three promotions. Each kit will contain:

- Sign Package —
  - —Window Banners(56″ × 21″)
  - —Headers (28″ × 42″)
  - —4 Danglers (14″ × 21″)
  - —20 Shelf Talkers (5″ × 7″)
- Newspaper Ad Slicks
- Television Slides

Each kit also includes a price reminder sheet and a list of selling tips. You may also order a radio tape and a 35mm slide for television spots at no charge.

To maximize advertising effectiveness, it's recommended that you choose a 10-day period within each of these 30-day promotions during which to concentrate your promotional efforts. And then, make sure you're ready to handle all those extra customers that show up at your store to take advantage of these outstanding values!

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