



Howard Dayringer created a way to tie the Bargain Buys promotion into the travel portion of M&H's "Go the NAPA Way" Program.

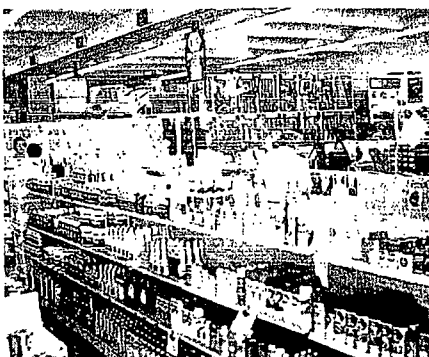
SALES/TRAVEL INCENTIVE PROGRAM

After spending 25 years with Delco, Howard Dayringer decided to leave Detroit for the sunny South, and in 1973, he purchased M&H Auto Parts in Ft. Lauderdale, Florida. Today — due largely, by his own account, to his outstanding group of very competent and dedicated employees — the business has prospered to the point that, this past September, Howard was able to open a new branch store in downtown Ft. Lauderdale.

Howard liked NAPA's 1982 program from the moment it was presented to him by representatives of the NAPA Miami Distribution Center. He saw it as a way to increase customer loyalty with a segment of the market that many of his competitors are less aggressively pursuing due to the increasing costs of servicing these traditional dealer accounts.

This past February, Howard conducted his dealer meeting to introduce and explain the program. All four travel destinations were presented so that his customer husbands and wives could base their 1982 purchases on a trip to a destination most desirable to them. The program was presented on the basis that the NAPA Spring and Fall Car Care Days would bring the dealers additional business. These additional sales would stimulate additional purchases from M&H, which would earn bonus awards — such as trip credits and/or merchandise awards — for the dealer.

When asked how his February



Dayringer feels a well-merchandised sales area can really make a big difference. "Your store traffic pattern must flow right past your displays," he advises.

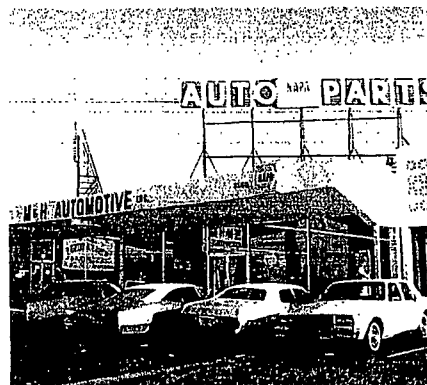


...a one-on-one selling approach could well prove to be the most important factor in selling the program...

dealer meeting fared, Howard — as is his style — was completely candid. "At first, we were a little disappointed with our dealer meeting; we didn't have the kind of turnout we expected. And it seemed kind of funny. When we sponsor a dealer participation meeting — say, for example, a mechanic education clinic — we've always had good, successful turnouts. We've never had any problem filling our clinics.

"But when we're going to have a meeting such as this one, when we're going to sell to the owner, it's different. If he's a successful dealer, he's kind of like we've been. He works a lot of hours, he works hard, and then to steal one of his evenings gets to be tough. He just can't seem to get too excited about going home, cleaning up and then going back out to a meeting. So we weren't real successful in having a large, formal meeting with our dealers."

But, as it has with the growth of



M&H Auto Parts, located in a Ft. Lauderdale shopping center. A branch store was opened just under one year ago in downtown Ft. Lauderdale.

his business, Howard's persistence paid off. He decided that a one-on-one selling approach could well prove to be the most important factor in selling the program to his dealer customers — both those that had attended the meeting, and those that had not. Of those that did attend, very few made the actual decision to participate on the night of the meeting. But Howard felt it would be very important to make follow-up calls on them within the next few days while the program was still fresh in their minds. He feels very strongly that this immediate follow-up approach was what got these dealers to sign on the dotted line.

Howard also felt that this one-on-one selling would be the best way to approach those dealers that did not attend the meeting. "It afforded us the opportunity to actually pull the customer aside and say, 'Hey, we want to help you with your business and in doing so, you'll be helping us with our business. And here's how we can do it.'"

He even used the same approach for his fleet customers, going right to the top officers to explain the incentive program that could be offered to their parts men. He had little resistance when the top man was convinced that this is a *national* NAPA program.

Howard admits that taking such an approach provided him with very good reception. At the time of this interview, he had 16 couples signed up for the trip program.

"For our regular travel people,