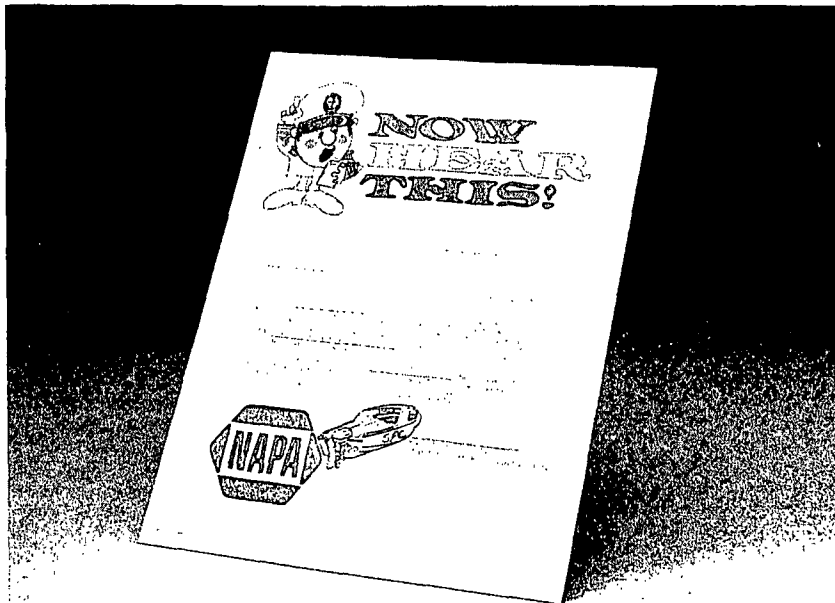


in such a receptive mood, it created a prime opportunity to present other NAPA dealer-help programs — specifically, the Automotive Service Management Course, which they presented right then and there.

The system of Othello Auto Parts' "goodwill tour" as a follow-up selling approach worked extremely well; at the end of their dealer sign hanging venture, Othello Auto Parts' sales teams had produced 30 enrollments in the Automotive Service Management Course.

For the Fall Car Care Days, Don Matheeny and Othello Auto Parts are planning another "goodwill tour" to deliver and hang sign kits for participating dealers. And once again, they'll take advantage of the receptive climate to seek additional enrollments for the Automotive Service Management Course.

A DIRECT MAIL APPROACH



Standard Parts Company, Inc. is a 9-store operation owned by NAPA Jobber Billy Boyd and serviced out of the NAPA Charlotte Distribution Center. And according to Leland Hess of the main store in Columbia, South Carolina, Standard Parts Company creatively combined the use of a direct mail piece with personal follow-up calls for a very successful spring promotion period.

"Teaser" letters were printed and sent to 280 dealer customers. The letter provided a brief glimpse at the spring promotions Standard Parts Company would be sponsoring for their dealer customers (including the Spring Car Care Days and NAPA's 1983 travel/sales incentive programs) as well as how participation in these

programs would mean increased spring profits.

The last paragraph of the letter went on to say that on a particular date, a representative from Standard Parts Company would stop by to present the programs in their entirety. Then sales teams — consisting of Standard Parts Company managers and outside salespeople, in addition to representatives from the NAPA Charlotte Distribution Center and certain manufacturers — took to the road to complete the follow-up calls.

The results? Over 87 dealer Spring Car Care Days sign kits were up and ready to go for the Spring Car Care Days promotion, and Standard Parts Company significantly exceeded its sales quota for the two-week promotion period.



Following their dealer direct mail campaign, the crew of Standard Parts Company had reason to celebrate: Over 87 dealer sign kits were sold and the store well exceeded its quota for the two-week promotion.



Make sure you support NAPA's fall promotions at your store by using all of the elements in your Fall Car Care Days sign kit, many of which are pictured here.