

MARTIN-SENOUR INTERVIEWS: WITH NAPA JOBBERS

From Maine to Tennessee to Texas, NAPA Jobbers Offer High Praise for Martin-Senour Quality.



Stanley Booker,
Winthrop Auto
Supply, Win-
throp, Maine
has been a
NAPA Jobber
for six years.
He's been
selling

Martin-Senour products since 1974.

Why Martin-Senour, when there are so many other product lines available?

"Frankly, they are easy to sell . . . they are top quality, so I know my customers will be happy with them."

How have things worked out financially, businesswise?

"Great! Sales of Martin-Senour products have gone up every year since I bought the store. And, it was a wise and profitable decision when I put in the full line of Martin-Senour products."

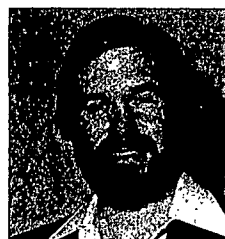
Any other keys to your success?

"Clinics have really helped my business. The Martin-Senour Rep gave me a hand, and we put on a good clinic. This helps me introduce Martin-Senour products to new customers and develop new prospects."

"Also, we've made it our business to know our market. When I started to analyze our market, I went through the phone directory and found 210 businesses, in our town of 5,000 people, who were prospective customers for products in the Martin-Senour line. This is over and above the body shops, and not counting the do-it-yourselfers."

How do things look for the future?

"We have a growing market for Martin-Senour products in our area, and we are building a growing list of satisfied customers. I'm proud to sell Martin-Senour and very happy to have it a leading line in my store."



Richard Hillard,
Hillard's Auto
Parts, Knoxville,
Tennessee
became a
NAPA Jobber in
1977. Asked
why, he
answered, "I

wanted a challenge and growth opportunity, and I can tell you, I found what I was looking for."

In what way?

"Right from the start we've been up against some mighty tough competition in our market, and Martin-Senour has met the challenge and more. Our paint business is growing, and we are proud to recommend Martin-Senour. Once they try it, we know they'll be back for more."

What are your most successful sales tools?

"Color directories, product bulletins, the PROFINISHER, plus Martin Senour's incentive programs, national advertising, and service. We call on our customers and prospects at least once a week. Those outside sales calls are very important."

You call on them every week?

"You bet! The managers/owners and painters like to see you at least once a week. And we never go empty-handed. We take a different item every week, so our customers gradually get to know how complete our line is."

"Body shops like to do business with a jobber that has what he needs, when he needs it. If you don't carry the more popular items in stock, you'll lose business."

Any specialized customers or prospects who get preferential treatment?

"No sir! We try to maintain a one-to-one relationship. We don't slight anyone . . . in the store or away from it. Every customer and prospect is important to us, and we let them know it by the attention and service we give them."

"Vocational training schools are a special interest to us. We like to get the young people there to know about Martin-Senour products and how well they perform, while they're young and learning the business. Then, when they get out on the job, chances are they'll continue to use Martin-Senour products."

"Naturally, we also call on fleets."

Any other advice you'd like to pass on to new NAPA Jobbers?

"Know your market. The type and the degree to which you'll be selling and servicing it. Carry an adequate inventory. Body shops like to do business with a jobber that has what he needs, when he needs it. If you don't carry the more popular items in stock, you'll lose business. For many of our painters overnight service isn't

good enough. Sometimes they want it in an hour. We keep a solid, well-balanced inventory. We feel it's very important."



John Werner,
Auto Parts
Depot, Lufkin,
Texas has been
a NAPA Jobber
for 17 years.
According to
Mr. Werner,
"Martin-Senour

has been my number one line for the entire time."

How important is Martin-Senour in your operation?

"Very. Martin-Senour is our top line, mainly because it is high quality, complete, and competitively priced. It makes up over 25% of our total business, so we have to keep on our toes and up to date."

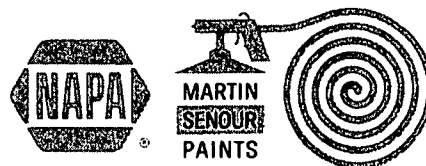
How do you manage to stay ahead of competition?

"Well, Martin-Senour gives us a great deal of help, their Training Center is tremendous. I've been to the school and so have several of my employees. Eventually, I want all of them to go, because it helps us keep up to date on new things and gives us the information and training we need to sell the growing aftermarket refinishing business."

How important is service to your operation?

"I have four full-time employees, and we are all knowledgeable in the paint business. One of our countermen specializes in paint, and we throw all the tough questions at him. Also, we've found that outside sales calls really pay off. We do a good business with do-it-yourselfers, but our big profits come from outside sales calls on body shop people. But, you've got to follow-up with good delivery service, too."

We want to thank all the above NAPA/Martin-Senour Jobbers for the time they gave us for these interviews.



Paints, Tapes,
Abrasives, and Adhesives