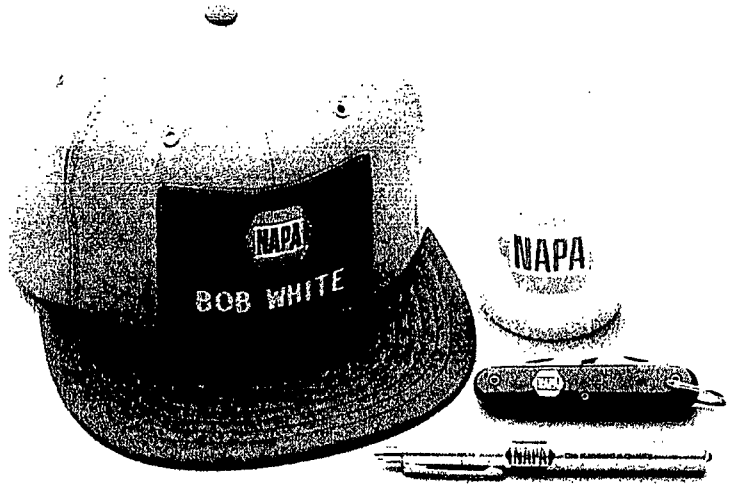


Four practical incentive items accompany the Door-Opener direct mail program letters.

that part or that equipment as soon as possible, because when it comes to that kind of availability, there's nobody in a class with NAPA.

5. After making the initial sales call on either of these account types, your salesperson should continue to follow-up with the customer until he gets an order. Then it is extremely important that he continue to make regular calls on that customer to keep him satisfied, ensuring profitable repeat business rather than a one-time-only purchase from your store.

6. Your outside salesperson should maintain customer record cards for both fleet and industrial/institutional customers.

For the fleet customer, these cards should include information on the fleet's vehicle replacement program, enabling the salesperson to inventory new parts and exchange obsolete parts in a timely manner.

For the industrial/institutional account, these cards should include the customer's history and buying patterns.

DIRECT MAIL

When it comes to getting your story out to potential fleet and industrial/institutional customers, direct mail is hard to beat. The reason is simple: Direct mail takes careful aim at a select list of potential customers and addresses them one-on-one...which means you can tailor your message to your audience. What's more, the accuracy and effectiveness of direct mail can be measured — the response you get tells you exactly how well your mail piece worked. Another advantage of direct mail is that it can take the "chill" out of sales cold calls, making the eventual "in-person" meeting more personal.

The many advantages of direct mail is the reason that NAPA developed your Fleet/Industrial "Door Opener" direct mail program. Under this program, a series of letters accompanied by small yet practical incentive items is mailed to a list of prospects that you supply. The final mailer includes an NAPA Gold Hat, personalized with the prospect's name. The hat, however, is sent to you or your outside salesperson to deliver in person when you make your sales call.

> *"Without any doubt, the small amount this (Door Opener) program cost us is one of the best promotional investments we have ever made."*
>
> Rene Comtois, Danielson, Connecticut

The Fleet/Industrial "Door Opener" program is ideal for those of you interested in approaching these accounts via direct mail. You don't have to worry about composing your own letters and seeing that they're mailed regularly — everything is taken care of for you. And the program really works. Read the following letter from Rene Comtois of Phil's Auto Parts of Danielson, Connecticut:

"I'm writing to you in regard to the NAPA Fleet/Industrial "Door Opener" program. Our Danielson store has recently taken advantage of this offer and I thought you might be interested in our results.

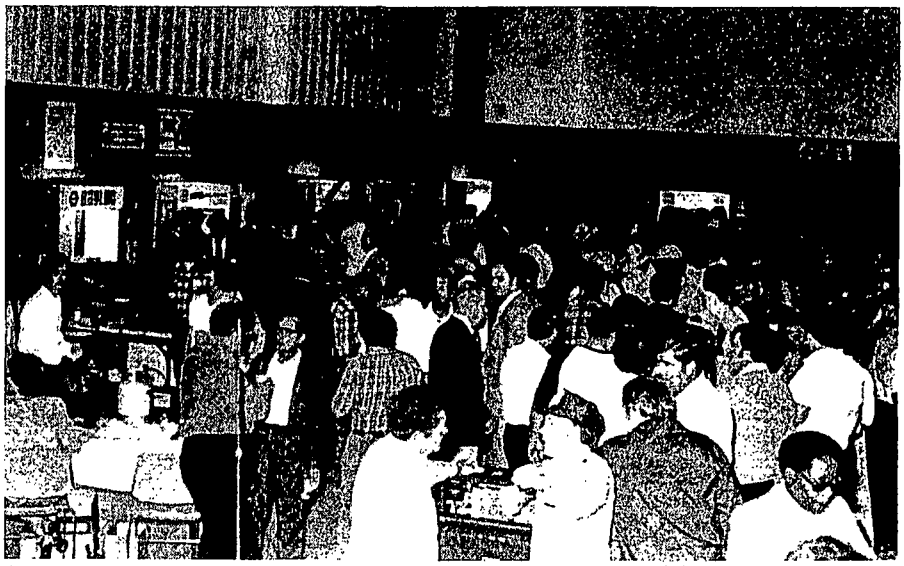
"Of the five industrial prospects we registered, all have opened their doors to us. Through the mailing program, we were able to reach the people directly responsible for purchasing the types of products and services we have to offer. Some of these people we had tried to call for appointments before the mailing, but they were always too busy to see us.

"However, by the time the last letter had been received, these same people had been made fully aware of what Phil's Auto Parts, as an NAPA Jobber, had to offer them. This made our job of follow-up phone calls easy. Our outside salesman called and told them of their personalized NAPA Gold Hats that we had for them, and an appointment was quickly secured in each case. The letter had given a basic presentation of the NAPA system so our salesman found himself greeted by an already enthused audience. Each and every one had the same thing to say: 'I never thought I could get so many of my supplies from a single local auto parts store!'

"Without any doubt, the small amount this program cost us is one of the best promotional investments we have ever made. Now we have five new doors open to walk through to increase sales!"

FLEET, INDUSTRIAL/INSTITUTIONAL SHOW NIGHT

Not surprisingly, a purchasing agent on fleet manager's time is extremely valuable — so they often can't spare the time to listen to an elaborate speech about NAPA's benefits during regular office hours. If this



Over 200 potential customers turned out for Sam Gerace's show night.