

PREFERRED PARTNER PROGRAM (P3) OBJECTIONS

1	The program sounds good, but my business is slow right now.	The Preferred Partner Program is the perfect fit for you. You can add equipment for FREE! With this new equipment, you can provide a service you aren't offering today, which could generate more customer traffic and increase your average R.O. from existing customers! This is a great time to grow your business at the expense of the competition. With that in mind, what services are you either not performing or subbing out because you don't have the equipment in house to do the work? [Remember to use NAPA's Business Opportunity Worksheet]
2	What if I don't buy enough parts to cover my payments?	According to our discussion earlier, you felt your business would stay the same or grow over the next several years. Therefore, you should continue buying the same amount of parts that you are today, if not more. If that remains true, you'll cover your payment. If this doesn't satisfy your customer say: Even if you hit your goal 50% of the time, you're still getting a 50% discount. It's a great deal!
3	What if I don't have a full month to buy enough parts to cover my first payment?	We have great news for you! Our partner, Commodore Financial, will delay your first payment until the 5th of the month following the first full month of your agreement, so you will have an entire month to meet your purchase agreement. For example, if you sign a contract on August 15th, your first payment will not be due until October 5th. You will have the entire month of September to purchase the amount you agree to in the Preferred Partner Program agreement.
4	What if I stop buying from NAPA during the Preferred Partner Program agreement time period?	If you stop buying from NAPA, you simply make your regular monthly payments to Commodore Financing until the finance agreement is paid off.
5	Once I commit to buying from you, what is to stop you from raising my prices?	The goal of this program is to really make you a preferred partner of NAPA. Your parts prices will fluctuate with the market. You will not receive higher pricing because you are a part of this program.
6	I want to pay cash for the equipment!	While you certainly can pay cash, I want to give you the best deal possible. There's no reason for you to give me money today that NAPA will repay of the Preferred Partner Program period. This way you can have the equipment for no money out of your pocket. Your monthly equipment payment will be reimbursed with a store credit when you achieve your parts purchase goal each month.
7	I don't have any equipment that needs replacing right now!	What a wonderful opportunity for you to get equipment for no charge and add services you aren't performing right now. New services might generate more traffic and increase your total dollars per R.O. With that in mind, what services are you either not performing or subbing out because you don't have the equipment in-house to do the work? Remember, you can potentially get the equipment for no charge.