

PREFERRED PARTNER PROGRAM (P3) SALES PROCESS

In this example, the customer is currently purchasing an average of \$5,000 from Napa monthly.

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| 1 | Introduction | "Customer, I'm excited to tell you about an exclusive program from NAPA that can put new equipment into your shop for free. To determine if you qualify for NAPA's Preferred Partner Program, let me ask you a few questions" |
| 2 | Business Outlook | "What is your outlook on business over the next 3-5 years? " |
| 3 | Determine Total Shop Parts Purchases Remember x \$75 | <p>"How many R.O.'s do you write per month?"</p> <p>Example: 200 R.O's x \$125 per R.O. = \$25,000</p> <p>"Then based on nation averages, you're probably buying approximately \$25,000/month from all parts suppliers. Is that right?"</p> <p>[Pause – Wait for the customer to answer and use their number]</p> <p>"Just shift some of your purchases to NAPA and you get new equipment in your shop for no additional cost! The total dollar amount you are spending on parts monthly remains the same."</p> <p>[Pause – Gauge customer's reaction]</p> |
| 4 | Identify inhibitors | "Based on our conversation, NAPA has been getting a fraction of your business. What's stopping you from purchasing more parts from NAPA?" |
| 5 | Identify Equipment Needs | <p>"What service are you either not offering or subbing out that you would like to offer today if the equipment were free?"</p> <p>[If nothing...] "What equipment are you using today that needs to be replaced?"</p> <p>Total equipment price must be greater than or equal to \$3,000 to qualify for P3</p> |
| 6 | Present the Proposal Remember X 10 | <p>The equipment in this example is a COASTS Tire Changer (90X) & Balancer (1600) with a monthly Commodore payment of \$506/month.</p> <p>"Okay, this is great. You're a perfect candidate for NAPA's Preferred Partner Program! In order to earn your business, we are prepared to offer you this [COATS Tire Changer & Balancer] for free! You finance that equipment through our partner, Commodore Financial. Each month that you buy at least [\$10,056] from us, we will credit you for that monthly financing payment of [\$506]. The credits are issued on a monthly basis. If there is ever a month that you don't hit your goal, you can still make it the next month."</p> |
| 7 | Close the Sale | "So we've agreed that by simply moving [\$5,056] of your current total parts purchases to NAPA on a monthly basis, you can earn back your equipment cost. To get started simply complete the Commodore application and sign this Preferred Partner Program agreement" |