

# Sales Driver Promotions



## Drive Additional Customer Traffic with Sales Driver Promotions!

**NAPA Filters is pleased to provide this consumer rebate offer where customers can claim \$20 back through a Prepaid Visa® Card when they purchase and install an eligible NAPA Oil Filter AND Gold Air Filter AND Gold Cabin Filter.**

### Instructions:

Log into the NAPAAutoCare.com Member Site and click the 2019 Sales Driver heading under the Marketing Tab to access the Sept/Oct 2019 promotion materials. Download materials and customize art files in Microsoft Word with your shop's details, logo, etc. Be sure your entire team is aware of the promotion and are informing their customers.

### Consumer offer:

September 1 – October 31, 2019, customer purchases and installs an eligible NAPA oil, air and cabin air filter and can redeem on NAPAREbates.com for a \$20 Prepaid Visa Card. Requires purchase of all three filters, but at least ONE must be a premium filter (Gold, Platinum or EnviroShield). Claim by November 15, 2019.

**DID YOU KNOW?**  
**Your Car Has 3 Filters.**  
Air • Oil • Cabin  
Replace All 3 Filters and Receive \$20 Back via Prepaid Visa Card.  
NAPA AutoCare Center NAPA Filters



### Qualifying NAPA Filters:

- Gold
- Platinum
- EnviroShield

**Offer valid September 1 - October 31, 2019.  
Claims due by November 15, 2019.**



## NAPA Filters Receive \$20 Back POS Kit Includes:

### Window / Wall Poster

On the first day of the promotion, hang the poster in a prominent location on your service counter or in your waiting room areas.

### Counter Tent Card

Simply fold this two-sided card over and secure the white tabs at the bottom to form a triangle. Place the card on your counter as a conversation starter. If a customer doesn't ask about the promotion, point it out to them!

### Consumer Promo Rebate Tear Pad

Step by step instructions for **Consumers** to submit rebate themselves. Tear one sheet and staple the consumer instructions to the receipt of every customer that qualifies for the rebate. Use the pdf available to print additional copies.

### Electronic Ad Slicks

Select the ad size of your choice in either black and white or full color. Then, customize the ad with your AutoCare Center information. Contact your NAPA Representative for download instructions.



## Promotion Checklist

### PRIOR TO THE PROMOTION

#### OUTSIDE SALES/SUPPORT

- ☐ Make sure your entire staff is aware of the different promotion details.
- ☐ Convey Receive \$20 Back promotion information on the home page of your AutoCare Center website and your Facebook page or other social media.
- ☐ Advertise the Receive \$20 Back promotion to consumers in your local marketplace. Use the ad slicks available.

### DURING THE PROMOTION

- ☐ Display promotional poster prominently from September 1 - October 31, 2019.
- ☐ Mention the promotion when answering the phone.
- ☐ Staple the Receive \$20 Back promotion info sheet to the receipt of any consumers that qualify for the rebate.

## 2 WAYS to Submit the Rebate

### 1 Submit on behalf of your customer:

- Go to [NAPAREbates.com](http://NAPAREbates.com) and select **AUTOCARE & NAPA Login**
- Login using your [NAPAAutoCare.com](http://NAPAAutoCare.com) member user name and password. Remember to check the top box and then click **LOGIN**
- Click **SUBMIT CONSUMER REBATES**
- When prompted, enter Special Offer Code: **NAPAAUTOCARE** and customer's purchase date
- Click **SUBMIT ONLINE**
- **IMPORTANT:** Fill in customer's information so we can ship reward & send status emails (do not use shop's email)
- Upload a copy of their entire receipt showing eligible NAPA Filters purchases

### 2 Provide your customer with Consumer Promo Tear Sheet with instructions to submit rebate themselves.

