OVERVIEW

See NEW eCatalog Inside

NAPA TRAINING PROGRAMS FOR:

Employees
Outside Sales

Store Managers
Store Owners

Knowledge DRIVES High Performance

2010 Store Training Brochure SinglePg.indd   1
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Welcome to NAPA Training! Thank you for your interest in our store employee and management training programs. The NAPA name means quality parts and services. It also means top quality training programs to help you build a more successful business.

This catalog contains the best selection of what NAPA Training and other providers have to offer. Many, many people contribute to the success of our training programs:

- NAPA Training
- NAPA Autotech
- NAPA Suppliers and Manufacturers
- The Waterhouse Group
- R.L. O'Connor & Associates
- Automotive Training Institute (ATI)

Everyone has their preference about how they like to learn skills and gain new knowledge. We ensure that courses are offered different ways so each person can maximize their learning.

- Hands-on classes, seminars, and clinics
- Live instructor-led webinars
- Web-based courses
- DVDs, CDs, Video tapes
- Manuals
- On-the-job training

Enclosed please find the New 2010 NAPA Store Training eCatalog.

- Includes all information normally found in the printed catalog.
- View course descriptions.
- Link to websites.
- Launch documents and forms.

It's easy! Just insert the CD and the eCatalog will launch. If you have any questions about using the CD, please contact:

NAPA Training Service Center
P: 800-292-6428
E: support@rlfisher.com

Your satisfaction with NAPA's training materials and programs is our goal. If for any reason you are not 100% satisfied, please let us know. We offer a money back guarantee on all materials and sessions.

Learn More...and Enroll Today!!

Visit NAPAtraining.com or call the NAPA Training Service Center at 800.292.6428.

Blue/Core eLearning Package

The eLearning subscription delivers the most convenient NAPA store employee training available.

- 18 FastStart and FastTrack LAPs
- Driver Safety: NAPA Safe Driving Practices
- Customer Service Excellence: Service and Selling Skills courses
- FastTrack and Product Assessments
- 24 ASE test preparation courses
- Over 100 NAPA Autotech online courses
- TAMS and TAMS II training including PartsPRO II
- 140 TAMS II tasks at your fingertips
- Microsoft Office courses including Word, Excel, PowerPoint and Access

And more with new offerings coming throughout 2010!

Gold eLearning Package

The Gold package includes the Blue/Core eLearning courses plus:

- Customer Care Associate: Merchandising
- Optimized Delivery Management
- SalesPRO Essentials 1, 2 and 3
- SalesPRO Selling Skills 1 through 4 (Coming in 2010)
- 9 Self Development courses
- 8 Leadership Development courses
- Store Operations Manual - online reference

Tracks Training Progress

- Employee training records and certifications are stored in an easily accessible database
- Each employee can track their individual course progress
- NAPA Store owners and managers have access to view the records of all employees
- Managers can make course assignments

Features

- Saves time and money
- Employees conveniently train with less interruption from work
- Accessible from any Internet connection 24/7
- Immediately train employees
- Conveniently billed through your DC

Benefits

- Increase employee sales productivity
- Increase customer loyalty with excellent customer service skills
- Improve your store image with more knowledge and professionalism
- Build the high-performing team you deserve!

14 DAY FREE TRIAL

(SEE WEBSITE FOR DETAILS)
The curriculum for independently-owned Store Owners and Managers offers a mixture of instructor-led classes, self-paced courses, online Web-based resources, and webinars where you can learn from a distance right in your own store.

NAPA Store Management School
Advanced training on topics such as Financial and Inventory Management and Strategic Sales Planning

Management Essentials
Classes and webinars in Sales, Inventory, and Financial growth based on your needs

Stock Loss Accounting Webinar
This webinar will teach you to protect and account for your store’s stock loss without having to take time away from the store! You will learn everything from balancing TAMS and using the General Ledger, to avoiding theft in your store.

Using Your TAMS System
Provides a forum for networking and learning from other NAPA Store Owners and Managers

Maximizing Profits
This workshop provides you with real world ways to increase the profitability of your store.

Optimized Delivery Management
Optimized Delivery Management is a systematic process that uses a step-by-step approach to improving delivery services for NAPA AUTO PARTS stores across the nation.

Store Operations Manual – Online
This web-based online tool offers written guidelines and procedures for the key areas of store operations, inventory management, loss prevention, deliveries, handling cash, credit management, human resources management and policy templates, NAPA’s marketing programs, and customer service policies.

Following is a brief overview of some of the topics that are currently covered at The NAPA Store Management School.

Store Manager Boot Camp
New Store Owners / Managers
Two 3-day workshops

Financial Management
We all know how important financial management is to the success of any business. The NAPA Store Management School provides the latest store financial management training, based on input from hundreds of NAPA store owners and managers around the country.

Inventory Management
Having the right parts in your store at the right time is essential to the success of any retail store. The NAPA Store Management School has developed classroom training that will teach you the latest techniques, practices and available systems for managing your NAPA store inventory.

Strategic Sales Planning
In today’s competitive market, it has become more and more essential to have a solid Sales Plan for your business. Things like market analysis, and identifying target accounts, are all part of managing a successful NAPA store. The NAPA Store Management School has developed extensive course content on the proper research and planning needed to make your store(s) a success.

Please see the 2010 Store Training eCatalog for details
Welcome to NAPA
Introduction to FastStart and FastTrack

FastStart Orientation LAP Booklet for Delivery Drivers

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Delivering NAPA Service

Starting & Charging Systems and Service Awareness
Parts Professional – LAP 1

Parts Professional – LAP 2
Belts, Chains & Hoses

Parts Professional – LAP 3
Steering, Suspension, and TPMS Systems

Parts Professional – LAP 4
Starting & Charging Systems and Service Awareness

Counter Sales I

NAPA Training offers multiple training courses for a Counter Salesperson. By taking the following recommended courses, your Counter Sales people will be ready sooner to do their jobs successfully.

Counter Salesperson Product Needs Assessment

The Counter Salesperson Product Needs Assessment helps identify the present knowledge gaps of a counter salesperson. These are linked to specific training resources that can be used in developing the knowledge of the employee.

Counter Salesperson Workshop

This workshop, targeted to new counter salespeople, provides valuable techniques to help them become more successful in their new job role.

FastStart Orientation LAP – Counter Salesperson

FastStart orientation LAP is designed to help an employee that is either new to the NAPA system, or transitioning to the counter, become comfortable in their new environment and become productive more quickly.

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Parts Professional

Training for the Parts Professional includes four Fast-Track LAPs. Parts Professionals should be ASE Parts Specialist certified.

FastTrack – Parts Professional LAPs 1-4

Parts Professional – LAP 1
Brake Systems

Parts Professional – LAP 2
Belts, Chains & Hoses

Parts Professional – LAP 3
Steering, Suspension, and TPMS Systems

Parts Professional – LAP 4
Starting & Charging Systems and Service Awareness

Parts Specialist

There are two FastTrack programs for specialists. The Heating and Cooling Specialist has three LAPs and the Paint, Body & Equipment Specialist has four LAPs.

FastTrack – Heating and Cooling Specialist LAPs

FastTrack – PB&E Specialist

FastTrack – Heating and Cooling Specialist LAPs 1-3

FastTrack – PB&E Specialist

FastTrack – Heating and Cooling Specialist LAPs 1-4

FastStart Delivery Driver

The foundation of Delivery Driver training is FastTrack LAPs. By taking the following recommended courses and delivery methods, your Delivery Drivers will be ready quicker to do their job.

FastStart Orientation – Delivery Driver

FastStart Orientation LAP

This Orientatoin LAP was designed to provide important information for getting new drivers acclimated to their new environment, and making them as productive as possible in a shorter period of time.

FastStart Orientation – DVD Series

There are three video segments available that support the FastStart Orientation Program:

• Welcome to NAPA
• Introduction to FastStart and FastTrack
• Delivering NAPA Service

FastTrack Bundle – Delivery Driver

This package contains the key programs for a new Delivery Driver bundled together for one low price.

• FastStart Orientation LAP Booklet for Delivery Drivers
• FastTrack LAP 1 Booklet for Delivery Drivers

Customer Service Excellence

Module 1 – Service Skills

Customer Care Associate (CCA) Workshop

Module 2 – Selling Skills

Online Driver Safety Series - Keep Your Drivers Safe and Accident Free

In the United States alone, EACH DAY there will be over 30,000 traffic accidents involving over 50,000 people! Several people will die and many will be seriously injured (source: Smith System). This training will help your drivers from being part of these daily tragedies.

Online NAPA Driver Safety Series Benefits

• Helps NAPA employees be safer drivers
• Reduces potential catastrophic accident claims
• Makes content more engaging
• Content available 24/7
• Possibly reduces business and personal auto insurance premiums

Online Course 1: The Smith System

The Smith System is results-oriented driver safety training and education that increases safety and reduces the chance of potentially devastating liability claims. It is being used to train drivers at over half of today's Fortune 500 companies. This course provides driver safety training that delivers proven results in reducing collisions and saving lives.

Online Course 2: NAPA Safe Driving Practices

This course is designed specifically for NAPA Drivers. It deals with real life situations that NAPA drivers will face on a daily basis while on the road. Distracted driving, aggressive driving, and strategies for driving in adverse weather and road conditions are just a few of the covered topics.

Delivery Drivers

Keep Your Drivers Safe and Accident Free

Online Course 1:

Online Course 2:

Keep Your Drivers Safe and Accident Free

Online Course 1:

Online Course 2:

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FastTrack – Heating and Cooling Specialist LAPs

FastTrack – PB&E Specialist

FastTrack – Heating and Cooling Specialist LAPs 1-3

FastTrack – PB&E Specialist

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NAPA Training now offers a wide range of Outside Sales training, in a variety of formats that can be grouped together to best fit your training needs.

**Outside Sales Training Courses Include:**

- Outside Sales Digest
- SalesPRO Essentials
- SalesPRO Selling Skills
- SalesMASTER Negotiating Skills
- Sales Motivation Audio Series
- Selling By the Numbers

**SalesPRO Course Descriptions**

**SalesPRO Essentials - eLearning/Self Study**
This comprehensive self-study program lets the NAPA store outside salesperson start training right away – building the foundation by learning successful selling practices and techniques.

**SalesPRO Essentials - Workshop**
The workshop version of this course helps new salespeople learn selling skills and techniques while sharing ideas and concerns with other new outside salespeople.

**SalesPRO Selling Skills - Workshop**
This interactive workshop introduces you to proven selling skills and techniques uniquely covering both the sales process and the customer purchasing process.

**SalesPRO Selling Skills - eLearning**
These modules are based on content contained in the SalesPRO Selling Skills workshop. They reinforce class learning points or serve as stand-alone training.

**SalesMASTER Negotiating Skills - Workshop**
Sharpen your sales skills along side some of the best salespeople in the automotive parts aftermarket. Skill practice, group exercises, and sharing of ideas help fine tune your consultative selling and negotiating skills in this highly interactive, fun, and rewarding workshop.

**Pit Stop**
Each Pit Stop Issue focuses on technical/systems knowledge, NAPA product knowledge, selling tips, and related products. A mini-quiz is included for review. Choose between an online PDF option and paper. With the online PDF option, you receive access to all issues of the newsletter on NAPATraining.com. When choosing the paper (which also includes the online PDF), Pit Stop is distributed through the DC each month. It features 10 employee newsletters and one manager’s guide, which are shrink-wrapped together.

**Tech’s Edge**
Tech’s Edge is a technical newsletter for you to distribute to your technician customers. It covers diagnostics and system components from the repair technician’s point of view. Choose between an online PDF option and paper. With the online PDF option, you receive access to all issues of the newsletter on NAPATraining.com. When choosing the paper (which also includes the online PDF), you receive 50 copies per monthly subscription.

**Outside Sales Digest**
The Outside Sales Digest monthly newsletter contains manufacturers’ promotions, product advantages, articles about the art of selling, success stories from the field, and much more.

This highly informative and entertaining sales tool contains:
- Fascinating sales success stories from stores around the country
- Latest product innovations and programs from manufacturers
- Useful selling tips from top NAPA salespeople
- Inside information from NAPA Headquarters

Please see the 2010 Store Training eCatalog for details
Learn about new offerings and check availability of classes. Receive e-mails or faxes to your store(s) to make you aware of upcoming training events, new workshops, new on-line courses and webinars. Managers can maintain employee training history records. Take online eLearning courses any time, anywhere.

Setting Up a User ID Account
Call the NAPA Training Service Center at 800-292-6428 to establish an account. Once the store and your user ID are created, you have full control over adding employee information for tracking.

Accessing the Website
1. Once an account is set up, use an Internet browser and enter www.NAPAtraining.com to access the NAPA Training site.
2. Select Login to enter your user name and password.
3. From there explore many links to training courses, records, and more.

Searching for Training Classes
After logging in to the website, access View Classroom/Webinar Schedule to locate a class in your area. Search by class name, in instructor, or state.

Purchasing Training
Prior to purchasing training courses on the website, an account must be set up. Once you have an account, owners and managers can order training and any charges will appear on your DC statement.

Technical Support
If you experience technical problems or have questions, call the NAPA Training Service Center at 1-800-292-6428. You can also send an email to support@NAPAtraining.com.

Your one-stop training source on the Internet is www.NAPAtraining.com. The website is available 24/7 and is the most cost effective way to train your employees. Courses are frequently being added to the site. Use the website to do the following:

- Learn about new offerings and check availability of classes
- Register yourself and employees for classes
- Order self-study materials
- Receive e-mails or faxes to your store(s) to make you aware of upcoming training events, new workshops, new on-line courses and webinars.
- Managers can maintain employee training history records
- Take online eLearning courses any time, anywhere

NAPA Training offers three different ways to purchase online training so that you can choose the training that best fits your specific needs.

Free eLearning Courses
Courses are available to all NAPA stores and include 140 TAMS II courses, PartsPRO SE videos, Customer Care Associate for Managers, Human Resources Forms and Templates, and a Sample course.

Blue Package
This offering is the current eLearning subscription with over 270 courses including FastTrack LAPS, NAPA Autotech technical, Safe Driving Practices, ASE test preparation, MS Office, Customer Service Excellence, and Assessments.

Gold Package - All-Inclusive Package
The Gold Package is the Blue package plus all other eLearning courses totaling over 300 including Customer Care Associate Merchandising, Store Operations Manual, Optimized Delivery Management, PartsPRO Essentials and Selling Skills Series, Leadership and Supervision Series, and Self Development courses.

NAPA 50% Co-op Program
The Co-op Program reduces the cost of training for store owners, managers, and employees.

Who is eligible to use the 50% Co-op Program?
Stores purchasing training in the NAPA National Advertising program are eligible to apply for 50 percent Co-op on all qualified NAPA training programs.

What courses qualify for the 50% Co-op Program?
Qualified training programs are available through TAMS under line code TRN along with current pricing. The co-op procedures and appropriate claim form (Line Abb: TRN, Part#: TCF11) are available on the website.

NAPA Headquarters’ training materials are available under the TRN line abbreviation and 405 line code in the TAMS and DC computer systems for ease of ordering. The D.C’s. are encouraged to stock the appropriate inventory of training materials to better serve NAPA stores and reduce shipping and handling charges.

What courses do not qualify for the 50% Co-op Program?
TWI/Win Waterhouse programs for shop owners and technicians, R.L. U’Conner & Associates Programs, Manufacturers’ schools, clinics and media, NAPA Autotech, NSMS: New Store Owner School, Preparation materials for technicians, Tech’s Edge newsletter, ASE English/Spanish Glossary.

How do I apply for my 50% Co-op?
Obtain a claim form (Part # TCF11) from your DC or online under the Programs and Forms and Flyers menu. Attach the DC invoice and/or the TAMS stock receipt/goldenrod to prove of purchase.

Send to:
NAPA Training Co-op Center
In/ITA Group
4800 Westown Pkwy., Suite 300
West Des Moines, IA 50266

When do I receive my reimbursement?
Reimbursements are made as a credit issued to the NAPA store via the DC’s monthly statement. Cut-off date for processing claims is the 15th of each month.

- DEADLINE: 2009 Claims due to NAPA HQ:
  - 3/15/10
  - 3/15/11

More Questions?
Contact the NAPA Training Co-op Administrators at 1-800-228-2134 or 1-515-326-3527.

NAPA Five Star Training Requirements
In 2010, what are the requirements of the Five Star Education component?
The Five Star program continues to have an Education component where you can earn 10 points of the 100. There are two elements:

- 24 Hours of NAPA Training courses per store (5 points)
- Minimum of 2 ASE Part Specialists with a P1, P2, P3, P4 or P9 certification (5 points)

A multiple-store group needs to average 24 hours of training per store.

How do I receive credit for taking training?
The NAPA Training Service Center tracks the completion of courses. eLearning course completions are automatically recorded once the final test is passed if a course has a final test.

Classroom attendance is recorded through rosters provided by NAPA Training instructors.

If you take a self-study course that has a final test, send in the completed test and a Training Activity Form to officially record the course completion.

How do I earn the 24 hours?
Take one or more qualified NAPA Training courses that total to 24 hours. Choose from FastTrack LAPS (paper or online eLearning), outside sales courses, and management training. More than one person in a store can take training to make up the 24 hours.

Following are store scenarios where 24 hours of training is taken:

Scenario 1 – One Person Earning Training Hours
A new Counter Salesperson takes FastTrack LAPS 1, 2, and 3 that are 6 hours each + 12 hours
Outside Salesperson attends PartsPRO Essentials = 8 hours
Store’s Retail Specialist attends CCA class = 8 hours
Totals to 28 hours

Where do I find the specific courses that qualify for Five Star credit?
A detailed list of courses is on the www.NAPAInvestor.com and www.NAPATraining.com websites.
Knowledge Drives High Performance!

**eLearning**
- Saves time and money
- Employees train with fewer interruptions from work
- Accessible from any Internet connection 24/7
- Assessments and Completion Tracking
- ASE test preparation online courses

**Webinars**
- Saves on travel time and money
- Instructor-led courses delivered online
- Convenient single- and multi-session schedules
- Accessible from any Internet connection

**Self Study**
- In-depth technical course content
- Detailed questions and answers
- Self-paced learning format
- ASE test preparation manuals

**Publications**
- Tech's Edge - monthly technical newsletter
- Pit Stop - monthly newsletter for counter sales
- Communications of the latest industry developments

**Instructor Led Courses**
- Instructors have store experience and use real-life examples
- Mobile - we can come to you!
- Performance-based, hands-on training

NAPA Training now offers you a huge variety of convenient, cost-effective ways to train your employees. Just look inside this catalog or visit www.NAPAtraining.com to learn more about all the courses and training materials that are available for 2010. It will be the best learning decision you've ever made!

For more information, please contact the NAPA Training Service Center at 800-292-6428.

Visit us at www.NAPAtraining.com