

*The*

1953

*Packard Retail  
Sales Conference*



*... a report and a reminder*

## INTRODUCTION

### To Packard Salesmen:

Packard is launching a brand new sales training program which is expected to reach across 60 principal cities of the U. S. during the next few months. Today, we mark the beginning of a new company policy to maintain a *thorough* and continuous sales education program in the field.

We all agree that "a salesman's education never ends." For many who entered the selling profession during the lush, postwar, "order-taking" period, this education never really *began!*

Recognizing this fact . . . and realizing full well that we face a real competitive selling market in the months ahead, Packard is again taking the lead in the industry . . . to bring an outstanding, hard-hitting, down-to-earth sales training program to its retail salesmen.

This program will not only revitalize the selling muscle of the Packard salesman, but it also will help tremendously to make your individual jobs more productive, to bring greater earnings for you.

1953 offers you the biggest opportunity financially in the history of PACKARD!—

Never before have Packard salesmen had such a large share of the market for potential new car business.

Never before have Packard salesmen had the tremendous support of a \$10,000,000 all-out national advertising campaign.

Never before has Packard offered such an extensive program of sales training and sales promotion.

And finally, in our two great lines of Packards and Packard Clippers, you now have the finest and most public-accepted cars in the industry.

Mr. J. J. Nance has told us in recent meetings that this year Packard has priced all its cars at the smallest margins possible. You may now meet competition effectively on the price line.

The Packard Clipper Line alone represents the world's most unbelievable automobile value at the prices we are offering them for today.

There will be no road blocks in your pathway to a most successful and prosperous year in 1953 if you know:

- **Where you are going . . .**
- **What it takes to get there . . .**
- **And, finally, if you have the enthusiasm and the determination to really work for it.**

This program will do a thorough job in giving you the know-how for your success. As for the enthusiasm and the willingness necessary to do the work, that will be up to each of you individually.

We can say with complete confidence that now *we* can LOOK TO PACKARD for a new spirit of enthusiasm and for new products; for new sales objectives and, above all, for great accomplishment. As you read this book, keep in mind the theme: NOW . . . LOOK TO PACKARD!



## Now . . . Look To Packard

We've got the product now.

We've got a product that we know the public wants!

The job is to go out and sell it.

Now . . . Look to Packard!

To us, the phrase that is on everyone's lips . . . Now . . . Look to Packard . . . means . . .

### Now . . . Look To Packard Salesmanship

Packard's market research has done an excellent job of finding out just what the public wants in an automobile. Packard engineering and manufacturing have done an excellent job of building an automobile that satisfies those wants. The job *now* is for Packard salesmanship to show the public how Packard is the car they've always wanted—to sell Packards and Packard Clippers.

We've done a little research of our own—research into the way automobiles are sold. We've found that there are some definite techniques involved in volume selling and especially in the volume selling of automobiles.

We've discovered the techniques that sell cars by talking to successful dealers and to successful salesmen all over the country. These are techniques that work!

These are the techniques that are going to help to reclaim Packard's once pre-eminent position in the automobile business.

We all know that automotive production will go "all out" this year. There may be a buyers' market . . .! A *real* buyers' market for the first time since the war!

This means that we're all going to have to go out and sell. There will be a greater need for aggressive salesmanship and the best selling techniques.

We have broken down the techniques for getting volume automobile sales in this way:

**First** of all, of course, you have got to know your Packards.

**Second**, you have got to contact a lot of people and interest them in Packards and in Packard Clippers.

**Third**, you've got to show them a Packard and get them to drive it.

**Fourth**, you've got to sell them a Packard . . . close the deal!

**Fifth**, and finally, you've got to deliver it right . . . and follow-up!

In the course of our research, we found something that demonstrates very forcefully what you have to do to sell a Packard, and this is it: We found a formula.

$$10 PC + 10 PC \times 250 D = 5000 P$$

$$5000 P \div 10 = 500 D$$

$$500 D \div 2 = 250 A$$

$$250 A \div 3 = 83 S$$

It takes 10 prospects to make *one* demonstration. It takes *two* demonstrations to make *one* appraisal, and it takes *three* appraisals to *sell* one Packard. This means then, that you must contact *60* people in order to sell *one* Packard.

This formula is of course for the average salesman. Your own ratio might be higher or lower. You will have to analyze your own prospect ratio. The record may show that some of you have had to contact only 30 or 40 prospects in order to get one sale.

Now we know what we meant when we said earlier that we are all going to have to roll up our sleeves and go to work, and this is where we start.

10 PC + 10 PC

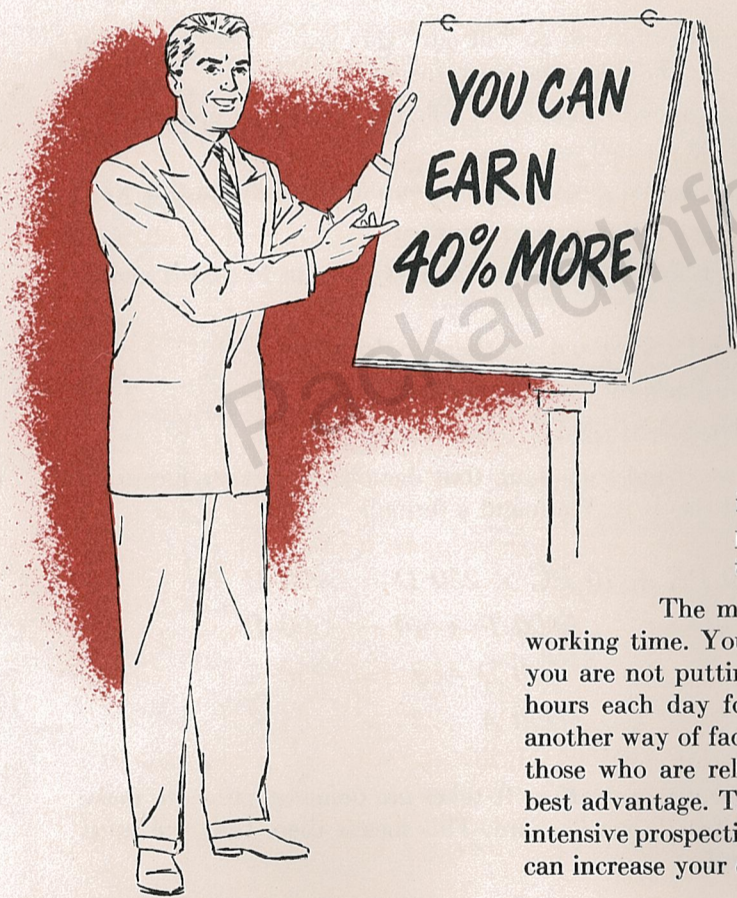
Through the use of Packard's "20 Mentions," you can begin the job of prospecting that is necessary. "20 Mentions" means: 10 phone calls, plus 10 postcards every day. Just by using these two devices every day, 250 working days a year, you can do this: *Sell 83 Packards!*

This 83 sales per year is the average of what can be done if you use the two prospecting devices shown here.

During 1952, the top 50 salesmen in the U. S. sold about 90 automobiles each. And we know that even these leaders didn't use their time to the best possible advantage. But *time* is the only commodity which a salesman has to sell. Therefore, time must be budgeted and fully utilized.

By sending 10 postcards every day and making 10 phone calls every day, a salesman can begin the job of budgeting his time properly. But remember, to really derive the full benefit of the Packard Sales Formula, these two things must be done consistently every working day throughout the year.

How many of you sell 83 Packards a year? What can systematic prospecting and better budgeting of sales time mean to you? For most of you it can mean this:



### ... USE THE PACKARD SALES FORMULA

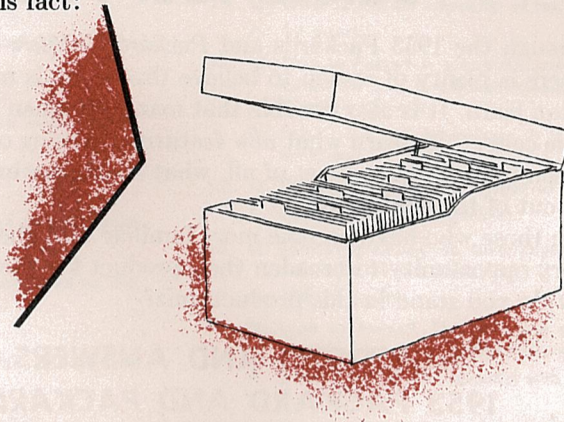
We have talked about prospecting and you have seen what just two prospecting devices can mean to you in total sales for the year.

The main point is better and fuller use of your working time. You will probably be the first to admit that you are not putting time to work for you for the full eight hours each day for 250 working days a year. This is just another way of facing the fact that most salesmen, including those who are relatively successful, do not utilize time to best advantage. This is why we can reasonably assume that intensive prospecting according to the Packard Sales Formula can increase your earnings by 40%.

## Prospecting

That's just one word, "Prospecting," but it's a big one in our business. Without it, the cash register rings up "no sale" too many times. Every salesman has to do a certain amount of prospecting among friends and strangers to line up potential Packard buyers. Naturally, you want the best possible list because of this fact:

**A SALESMAN'S PROSPECTS  
ARE ONLY AS GOOD  
AS HIS PROSPECT LISTS**



You have seen the slidefilm entitled, "People Are Money," in the sales conference. The selling techniques set forth in that film are fundamental. They remain sound through the years. They never really change.

Some of the things suggested by the film are things you have known about and used before, while others served as reminders of good new practices which you should include in your daily work pattern.

Most of you are veteran Packard salesmen. Many of these things are second nature to you. The fact remains, however, that prospects are always changing because they are people and people change their minds, their likes and dislikes, and they also change their locations and vocations.

**Keep your prospecting sources well in mind:**

**PACKARD OWNERS AND THEIR FRIENDS • SHOWROOM TRAFFIC • REGISTRATION LISTS • COLD CANVASS • "WOULD YOU TAKES?" • TELEPHONE CALLS • YOUR SERVICE DEPARTMENT • SALES ASSOCIATES (BIRD DOGS) • FRIENDS AND NEIGHBORS**

Another important thing to remember in connection with Prospecting is that Packard salesmen are now delivering *two distinct lines* of cars . . . the Packard and the *Packard Clipper*.

With the *Packard Clipper* line, a special group of prospects must be developed since the car has its own special identity, its own special advertising and its own sales promotional material. Priced in the medium class, it will, therefore, have its own special group of potential owners.

**Packard Clipper Prospecting methods then will be developed from:**

1. **The medium price class registration lists.**
2. **Among notices of men who are promoted to better positions.**
3. **Retail merchants, such as drug or grocery store owners.**
4. **Among professional men.**
5. **Among men in the trades, such as plumbers, painters, masons, etc.**

Remember that the medium income group has a great many members, and prospecting methods have to reach *all* of them.

## Presenting

*There's one sure thing to remember in getting started on this subject:*

### Feature Your Features!

Although the 1953 Packards and *Packard Clippers* have been on the market for some months now, there is plenty of reason to believe that there is much about our two great lines that we in the field can learn. It is also possible that many salesmen simply haven't taken the necessary time to study the cars . . . to learn what new features are being offered . . . what traditional Packard features have been improved . . . most of all, what should we impress on our prospects in our daily contacts in and out of the dealership.

Even those who have become more familiar with the Packard and *Packard Clipper* lines should take every opportunity to broaden their product knowledge.

How do you stand in this product quiz?

#### QUESTIONS AND ANSWERS ON THE 1953 PACKARD AND PACKARD CLIPPERS

1. Q. What are the compression ratios of the Packard Clipper; the Clipper DeLuxe?  
A. 7.7 to 1; 8.0 to 1.
2. Q. The rear springs of all 1953 Packards are 2½ inches wide. How long are they?  
A. 54¾ inches.
3. Q. The wheelbase of the Cavalier is how much longer than the wheelbase of the Clipper?  
A. 5 inches.
4. Q. What is the maximum generator output for the Packard Patrician?  
A. 45 Amperes.
5. Q. What three words describe the body style of all 1953 Packards?  
A. Advanced Contour Styling.
6. Q. What is the total glass area of the Cavalier and Patrician?  
A. 3315.8 sq. in.—(3300 or 3330 acceptable).
7. Q. Name all equipment that is included in the DG Accessory group for the 1953 Packard Clipper 4-door Sedan.  
A. Electric Clock, Directional Signals, Glove Drawer Light, Cigar Lighter, Rear Arm Rest, Rear Vent Wings, Rear Ash Tray and Robe Cord.
8. Q. Name four exterior shades of blue that are available on the 1953 Packard cars.  
A. Turquoise Blue, Yosemite Blue, Polaris Blue and Meridian Blue.
9. Q. What is the SAE-AMA horsepower rating of the Sportster?  
A. 39.2 horsepower.
10. Q. Is the Ultramatic Parking Lock connected to the braking system?  
A. No, it locks the drive to the chassis by means of a pawl arrangement.
11. Q. What advantages has Packard's Ultramatic torque converter over torque converters of competitive cars?  
A. Greater torque multiplication, more efficient, smoother, quieter, runs cooler.
12. Q. Why is Ultramatic more positive on steep down grades than Hydra-Matic or Fluid Drive?  
A. There is no downshift of gears and, consequently no lag or jerk.
13. Q. What is the overall length of the Packard Patrician?  
A. 218½ inches.
14. Q. The overall width of the Cavalier is how much greater than the Clipper?  
A. None—they're the same.
15. Q. An oil bath air cleaner is available as an option at extra cost for the Cavalier—True or False?  
A. False—the oil bath cleaner is standard on the Cavalier.
16. Q. What is the Cavalier bonnet ornament called?  
A. Cormorant bonnet ornament.
17. Q. What type of cooling is provided for Ultramatic Drive?  
A. An independent oil cooler, heat exchanger, connected to the radiator is provided to increase cooling efficiency under extreme conditions.
18. Q. Name two disadvantages of straight torque converter drive like Dynaflo.  
A. Not economical at cruising speeds, excessive engine noise during acceleration.
19. Q. True or False? The directional signal lights are located in the front bumpers.  
A. False.
20. Q. What type engine is the Thunderbolt?  
A. In-line, L-head, 8 cylinders.
21. Q. The rear compartment legroom of the Cavalier is greater than the rear legroom of the Clipper. How much?  
A. 5 inches.
22. Q. What type air cleaner is standard for the Convertible?  
A. Horizontal oil bath type.
23. Q. What is the rated Maximum Brake Horsepower of the Mayfair?  
A. 180 @ 4000 RPM.
24. Q. Does the foot rest for rear seat passengers of the Cavalier move forward and backward with adjustment of the front seat?  
A. No—the foot rest is stationary for maximum legroom regardless of front seat position.
25. Q. Standard equipped Cavaliers have chrome wheel discs with the Packard hexagon in red on the hub. True or False?  
A. True.

26. Q. At cruising speeds, which gives greater fuel economy — Ultramatic Drive or Synchro-Mesh Transmission? Why?  
A. Ultramatic Drive, because it has a lower axle ratio.
27. Q. What is accomplished by overlapping crank pins and journals on the crankshaft of the 327 cu. in. Thunderbolt engine?  
A. The structural strength of the crankshaft is greatly increased. Vibration and twist are reduced.
28. Q. What is the crankcase capacity of the Cavalier?  
A. 7 quarts.
29. Q. Is there an oil filter on the standard 327 cu. in. Thunderbolt Engine?  
A. Yes.
30. Q. True or False? Chrome trim rings are available as an accessory for the Cavalier.  
A. False—only chrome wheel discs—standard on the Cavalier—are available.
31. Q. What is the seat cushion style of the Convertible?  
A. Bolster.
32. Q. True or False? Rear fender louvers are used on the Mayfair and Convertible.  
A. False.
33. Q. Front and rear floor covering for the Convertible and Mayfair is: (Select one)  
A. Mohair, Rayon Pile, Lea-fabric.
34. Q. Which has the greatest overall height, the Mayfair or the Convertible?  
A. Neither one. Each is 62" in height.
35. Q. Which has the greatest total glass area, the Packard Clipper Deluxe or the Packard Mayfair?  
A. The Mayfair, with 3315.9 square inches.
36. Q. Which Packard Clipper has a lower engine to wheel gear ratio—Ultramatic equipped or Overdrive equipped?  
A. Ultramatic equipped—3.54 to 1 (Overdrive equipped —3.9 to 1).
37. Q. When do the gears in Ultramatic Drive shift?  
A. There is no shifting or re-meshing of gears in the planetary system at anytime.
38. Q. The construction of the "X" member of Packard's frame is of what type?  
A. The I-Beam type.
39. Q. What is the front seat width of the Patrician?  
A. 62¾ inches (or 62.750 inches).
40. Q. What is the bore and stroke of the Cavalier?  
A. 3½ x 4¼ inches.
41. Q. What is the extra smoking convenience incorporated in the Cavalier rear compartment ash receiver that is not included in the Packard Clipper rear compartment ash receiver?  
A. A cigarette lighter.
42. Q. What style of upholstery is used on Packard Clipper seats and seat backs?  
A. Pillow (or flat) type.
43. Q. What is the difference in courtesy lights between the Packard Clipper and Clipper Deluxe?  
A. The Clipper has them only in front compartment; the Clipper Deluxe has them in front and rear
44. Q. Is there any slippage in Ultramatic Drive? Why?  
A. Yes, during rapid acceleration the torque converter allows a certain amount of slippage to obtain maximum smoothness, but when cruising in direct drive there is absolutely no slippage.
45. Q. What is the rear seat width of the Cavalier?  
A. 62".
46. Q. The front tread of the Cavalier is wider than the Packard Clipper. How much?  
A. ½".
47. Q. Where is the courtesy light located that is actuated by opening either rear door of the Cavalier?  
A. Dome light in roof.
48. Q. The cormorant ornament is available at slight extra cost on a Cavalier. True or False?  
A. False—the cormorant ornament is standard.
49. Q. Approximately how much more economical of fuel is a car in overdrive than in 3rd gear?  
A. As much as 20% more economical.
50. Q. What is the oil capacity of the Ultramatic Drive?  
A. 12 quarts.
51. Q. True or False? A glove drawer instead of the more common box is advantageous primarily because it will not rattle.  
A. False—the big advantage is because the drawer is spillproof.
52. Q. What is the overall height of the Cavalier?  
A. 62.914" (63" acceptable).
53. Q. Speaking of brakes, how many sq. in. is the effective area of the Cavalier?  
A. 208.25 sq. in.
54. Q. True or False? The luggage compartment of the Cavalier has a carpeted floor and painted sides.  
A. False—the floor is covered with Lexide and the sides are flocked.
55. Q. Name the type of cushion springs used on the Packard Clipper, and what principal advantage is gained by their use?  
A. Zig-Zag springs are used to provide toe space under the front seat and gain legroom for rear seat passengers.
56. Q. What is the front seat headroom of the Cavalier?  
A. 36".
57. Q. What are the front and rear brake drum diameters of the Patrician?  
A. 12" both front and rear.
58. Q. What is the front seat headroom of the Patrician?  
A. 36".
59. Q. What is the rear seat headroom of the Cavalier?  
A. 35.187" (35" acceptable).
60. Q. What is the effective area of the Cavalier hand brake?  
A. 98 sq. in.
61. Q. What is the front legroom of the Patrician?  
A. 43.5".
62. Q. What is the front legroom of the Packard Clipper?  
A. 43.5".
63. Q. What is the rear legroom of the Cavalier?  
A. 46.7".
64. Q. Directional Signal with automatic shut-off can be included in the accessory equipment for the Sportster. True or False?  
A. False—standard equipment.
65. Q. Window mouldings painted to match instrument panels are standard on the Mayfair. True or False?  
A. False—chrome interior mouldings are standard.
66. Q. One of the following standard features of the Mayfair is untrue; which one?  
A. Tilt-type rear view mirror  
98 sq. inches of hand brake area  
9 bearing crankshaft  
Coil springs in rear seat cushions  
Oil bath type air cleaner.
67. Q. A new rayon pile carpeting of superior quality is used in the '53 Mayfair and Convertible. Give two reasons why this material is being used.  
A. Eye-appeal and durability.

68. Q. True or False? The Packard Power Brake enables the driver to brake his car with 40% less pedal pressure than employed in using a conventional brake.
- A. True.
69. Q. True or False? Bushings of steering knuckles and wheel supports have been improved. They are rubber cored for easier servicing, long life and an improved ride.
- A. True.
70. Q. The rear end ride on the new Packard has been improved—how?
- A. By redesigning the valving in the rear shock absorbers.
71. Q. Oil leakage in the differential carrier case has been eliminated by use of a \_\_\_\_\_.
- A. Revolutionary neoprene oil seal.
72. Q. What is meant by "L-head" as compared to "Valve-in-head"?
- A. In the L-head the valves are located beside the cylinders and are operated directly by the camshaft through short valve tappets. There is no need for a complicated valve mechanism requiring rocker arms, extra springs and long push rods. The valve-in-head engine requires over 100 more parts which wear, work loose, rattle and require frequent adjusting.
73. Q. What is the maximum depth of steel members of the Cavalier frame?
- A. 6 inches.
74. Q. What is the maximum thickness of the steel members of the Patrician frame?
- A.  $\frac{3}{4}$  inches.
75. Q. What accounts for the difference in cubic capacity of Packard Clipper and Cavalier luggage compartments?
- A. The Packard Clipper has slightly larger volume due to a smaller tire.
76. Q. What are the chief advantages of Ultramatic Drive over Fluid Drive?
- A. (a) Ultramatic does not require gear shifting for rapid acceleration from standstill.  
(b) Ultramatic has no slippage at cruising speeds, therefore more economy.
77. Q. Give four items or features of Cavalier exterior styling that explain the Cavalier step-up story over a Packard Clipper.
- A. (1) Chrome wheel discs.  
(2) Expansive 3-piece rear window.  
(3) Rear fender shields are standard equipment.  
(4) Chrome aero-fin on rear fender.  
(5) Chrome horizontal moulding on rear fender.  
(6) Cormorant bonnet ornament.
78. Q. True or False? Packard Power Steering is in operation 80% of the time?
- A. False.
79. Q. What is the chief advantage of Ultramatic Drive over Hydra-Matic Drive?
- A. Ultramatic has smoother, jerk-free acceleration and deceleration because gears do not shift—not even automatically.
80. Q. A thick fiber-glass pad, on the underside of the hood, deadens sound and isolates noise, on which models?
- A. Packard Clipper DeLuxe, Cavalier, Convertible, Mayfair and Patrician.
81. Q. Looking 'dead-on' at the rear of a Cavalier, name four major differences that distinguish it from the Packard Clipper.
- A. (1) Horizontal tail lights of two sections instead of the vertical 3-section tail lights as used on the Packard Clipper.  
(2) "Wrap-around" 3-piece rear window.  
(3) Chrome "fin" on tail light.  
(4) "Bulge" in contour of rear fenders at tail lights.  
(5) Restyled trunk lift handle and lock.
82. Q. What is the glass area of the new windshield used on all Packards?
- A. 989.17 sq. in.
83. Q. New body insulation has been added at three points on certain Packard bodies—where are these three points?
- A. Trunk lid, under the floor mats and under the bonnet.
84. Q. Tell the 327 cu. in. Thunderbolt Engine Step-up story, naming at least three features.
- A. (1) Hydraulic valve lifters.  
(2) Longer stroke (more horsepower).  
(3) Oil Bath Type air cleaner.  
(4) Oil filter.  
(5) 9 main bearings for Packard Patrician engine.
85. Q. What provision has been made on the 1953 Packards to decrease the possibility of grille or rear trunk damage?
- A. New horizontal bar across the bumper guards (front and rear).
86. Q. What is the step-up story on the Cavalier chassis (exclusive of engine and sheet metal)? Name three features.
- A. (1) Longer wheelbase.  
(2) Larger, more powerful brakes.  
(3) Larger tires.  
(4) Heavier and sturdier frame.  
(5) Larger muffler and resonator.
87. Q. What are the three advantages offered by the new Bendix anti-kickout starter?
- A. More positive engagement, better operation and quicker starting.
88. Q. How has the ignition wiring been improved?
- A. The ignition wiring of molded neoprene, spark plug cable insulation and molded-on spark plug cover offer the new Packard driver improved waterproofing for easier starting in damp weather.
89. Q. The new four-barrel carburetor is offered on which models?
- A. Packard Cavalier, Convertible, Mayfair and Patrician.
90. Q. True or False? The new cylinder head combustion chamber has improved contour of plateau over the exhaust valves for greater engine horsepower and smoothness.
- A. True.
91. Q. What is the torque output of the Thunderbolt engine used in the Packard Clipper DeLuxe?
- A. 295 @ 2000.
92. Q. Name 6 ways the rear axle assembly has been strengthened to take the abuse of the increased horsepower.
- A. (1) Sturdier differential case.  
(2) Larger differential gears.  
(3) Pinion pin diameter has been increased.  
(4) Heavier rear axle housing flange.  
(5) Larger spring pads.  
(6) Higher preload on bearing spacers.
93. Q. Why are needle roller bearings used on the steering gear shaft?
- A. For easier recovery, better control and greater safety.
94. Q. What color is paint scheme F?
- A. Dresden Gray.
95. Q. The new design used on the first turbine of Ultramatic Drive has increased the converter efficiency from 2.4:1 to what?
- A. 2.55:1.
96. Q. The new chrome-plated piston rings used in the Patrician give longer engine life—how much longer? 1, 2, 3, 4, 5?
- A. 4 times longer engine life.
97. Q. What is the square inch area of the new Packard Clipper rear window?
- A. 968.02 sq. in.
98. Q. How many new seat fabrics are offered in Packard Clippers (excluding the Sportster)?
- A. 6.



## Demonstrating

Now it's time to study *how* we're going to show our Packards and Packard Clippers to prospects. Even before we do that, however, it's good to keep in mind the necessity for showing our product to its best advantage:

### PRESENTATION WITHOUT DEMONSTRATION IS MERE CONVERSATION!

We've also examined the direct relationship between the number of *demonstrations given* and the number of *sales* closed, and yet this is a phase of our work which has been far too often neglected.

Recently we had a conference of Packard Master Salesmen in Biloxi. We asked them what they thought about the Demonstration and how they felt Demonstrations could be made more effective. This presentation combines many of the suggestions of some of Packard's outstandingly successful salesmen.

### THE DEMONSTRATION IS THE SHORTEST CUT TO THE SALE!

The outstanding value of Demonstration lies in the fact that the product is helping you sell by telling its own story and proving your claims as you are making them.

"Just Ask The Man To Try It" is a magic formula with almost as much potency as "Ask The Man Who Owns One."

In your Presentation you have told the prospect what you are going to show him. Then in the Demonstration you show him what you have told him. Then afterwards, when you return to the Dealership, you can tell him *again* what you have told him and shown him. Thus the Demonstration is the vital middle link between your *approach* to the sale and its *close*.

The Demonstration gives the prospect a taste of ownership, and with any truly high quality product a taste of ownership stimulates the appetite to buy.

The very experience of riding in the new Packard and driving the new Packard plants the seed for the sale. A sample of what it would be like to have a Packard sets up the urge to own one. Demonstration and trial fortifies the desire to make the possession permanent.

Getting the customer to come along sometimes requires psychology. Even where the prospect has exhibited unwillingness, it is best to act as though the demonstration were taken for granted—to simply ignore the resistance, and talk as though the point were already settled.

You are even entirely justified in appealing to the sense of fair play. After all, you are going to drive the prospect's trade-in in order to give him the best possible deal, so it's only fair to expect him to give your product equal treatment.

From the first approach, start planting the idea that a Demonstration is on the agenda. The best time to go for the ride is while the trade-in is being appraised.

## Be Sure It's A Clean Job!

Every demonstrator should be in tip-top condition. Even a ride in the new Packard can be less than the perfect experience it should be, if the servicing of the car has been neglected.

A demonstrator should look BRAND NEW for every prospect who is driven in it. This means a clean car inside and out. It should be washed and polished. The floors and upholstery should be clean, and nothing should clutter up the interior appearance.

Squeaks and rattles are not to be tolerated. The engine must be perfectly tuned, and the chassis lubricated regularly. Also check the gauges before you start. A Demonstration is an embarrassing time to find that you have run out of gas.

### **BEFORE YOU ROLL—APPEAL TO THE EYE! START TO SELL COMFORT AND LUXURY**

Remember, your attitude is contagious, and if you are sincerely enthusiastic, the prospect is bound to absorb some of the feeling. Before you begin the ride, point out the quality of the upholstery and the appointments. Indicate the convenience of the smartly designed instruments. Emphasize the deep posture-sitting comfort of the seats. Call attention to the unusual amount of head room and leg room, and be sure to emphasize the feeling of almost 100% visibility.

### **GET OFF TO A SMOOTH START**

The success of your Demonstration depends a lot on your skill as a driver. From the moment you turn on the ignition key, it is up to you to show the product to your advantage. So skillful driving is essential to your sales demonstration.

Don't flood your carburetor—don't race your engine. One of the outstanding Packard features is the smoothness of acceleration. The smooth, effortless Ultramatic shift is a genuinely new driving experience. Don't cancel these features with awkward handling. The fine new Packard automobile must not be driven like a hot rod and if you want your demonstration to be successful, stick by the rule . . .

### **NO RECKLESS DRIVING!**

Keep your eye on the road ahead, pay attention to where you are going. As a salesman, you are expected to be an expert driver.

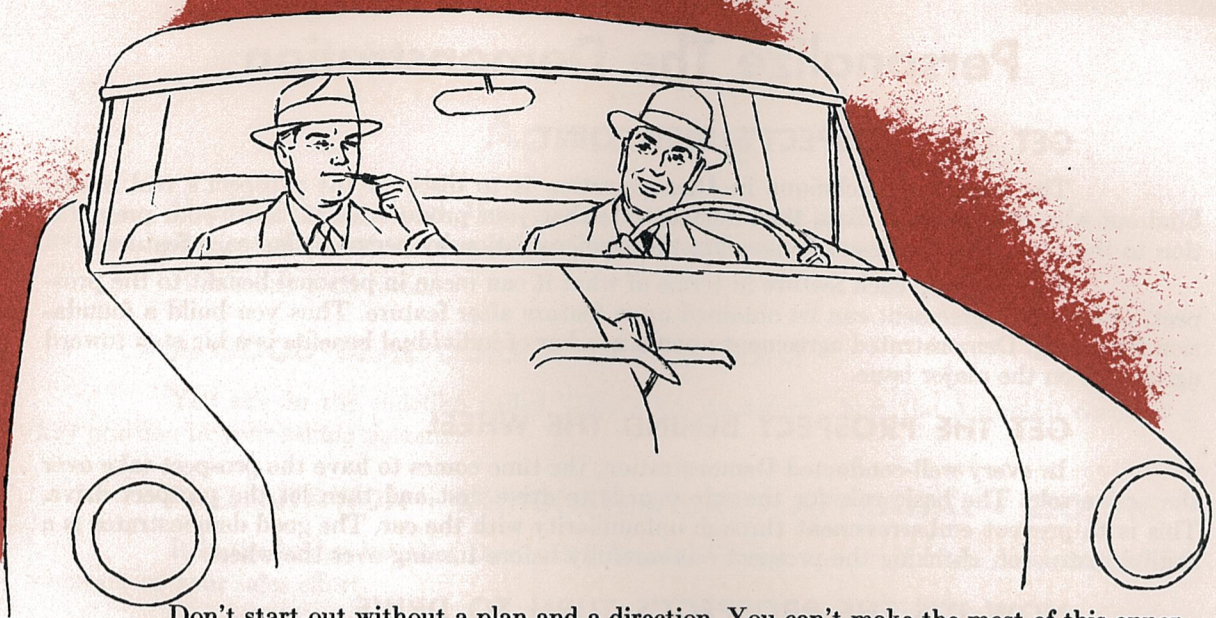
### **DON'T RACE OVER THE ROUGH SPOTS!**

### **EASY ON THE CURVES!**

### **AND DON'T SLAM ON THE BRAKES!**

### **COMFORT • SAFETY • PERFORMANCE**

These are outstanding factors in determining the choice of an automobile and they are the things that count in the successful demonstration. These factors bring out the importance of good driving. Comfort, safety, and performance can be brought out best by the sureness and skill with which you handle the car.



Don't start out without a plan and a direction. You can't make the most of this opportunity by random driving around. It's important to know where you're going, how you're going to get there, and the way that you will take to come back. The planned route enables you to plan your selling.

By driving over *familiar territory*, you can pay more attention to the business at hand. You will not only know where you are, but you'll know what's coming and you can time your sales pitch to the approaching situations. For example . . .

### **HAVE IN MIND A CONVENIENT PLACE TO PARK**

Just one of the advantages of a planned trip through familiar territory! Unnecessary awkwardness in parking which reflects on you and your product, can be avoided by using a spot you have used before where traffic conditions and other factors are sure to give no inconvenience.

### **PLAN THE TRIP TO BRING OUT THE FEATURES**

When you know your feature story, you can choose your demonstration route to illustrate your sales argument. When you're thoroughly acquainted with the route which you intend to follow, you can plot out a sequence for mentioning the features you want to emphasize.

Thus you can key your conversation to known situations as you approach them. By knowing what to expect, you can make your sales talk tie in naturally with the performance of the automobile.

When you have established the pattern of the Planned Road Demonstration, you'll want to map out some alternative routes which will be familiar in case circumstances force you off your regular beat. But as a general rule . . .

### **DON'T WANDER OFF THE PLANNED ROUTE!**

This can lead to complications, loss of time, and diminished interest. An unfamiliar road is neither the safe nor the ideal place to put any vehicle through its paces.

Yet, a demonstration spin should offer interest and variety. You should encounter city traffic to dramatize flexibility and ease of handling—the straight-away to show acceleration—curves for roadability—and hills for power.

# Personalize The Demonstration

## GET THE PROSPECT'S VIEWPOINT

The important technique in Demonstration is to discover the prospect's real needs. Find out what the prospect likes, then demonstrate that your product has it. Slant your presentation to the customer's interests. Personalize the Demonstration by personalizing each feature.

By taking up each feature in terms of what it can mean in personal benefit to the prospect, progressive agreement can be obtained upon feature after feature. Thus you build a foundation for selling. Demonstrated agreement upon a number of individual benefits is a big step toward agreement on the major issue.

## GET THE PROSPECT BEHIND THE WHEEL

In every well-conducted Demonstration, the time comes to have the prospect take over the active role. The basic rule for the salesman is to drive first and then let the prospect drive. This is to prevent embarrassment through unfamiliarity with the car. The good demonstrator is a skillful instructor, checking the prospect out carefully before turning over the wheel.

## NOW IT'S THE PROSPECT'S TURN TO DRIVE

This gives the customers the opportunity to experience all the things that they have been told about. This is the thrill of actually driving—the experience that can make them want to keep on driving as though it were a magic carpet of their very own.

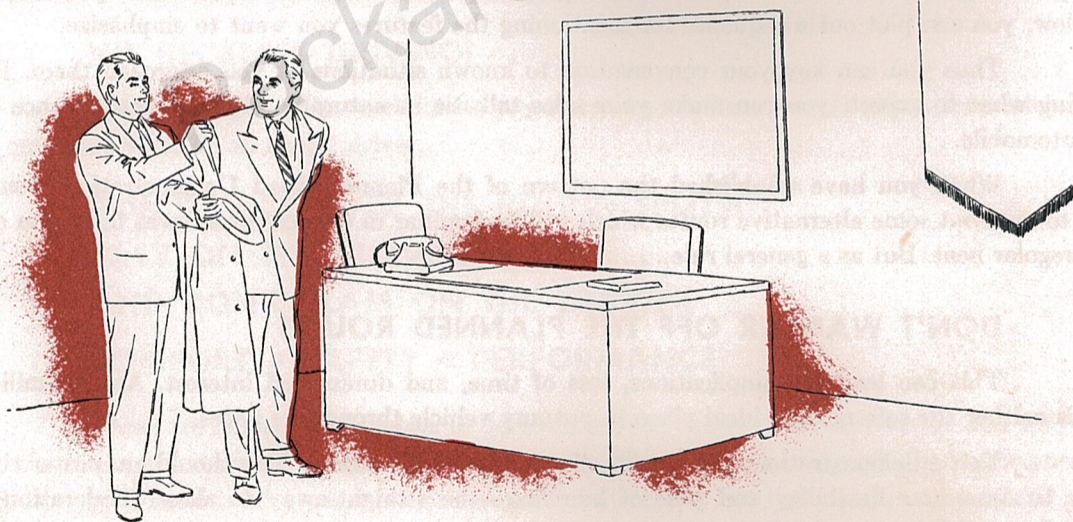
And the beauty of a well-planned Demonstration is that you . . .

## WIND UP IN THE SALES ROOM!

The Dealership provides the *best new car selling atmosphere!* Because in the Dealership, all your selling tools are within easy reach. Your data books on the table . . . color charts and upholstery selection tables. You have on the showroom floor other models to choose from, and you have pictures and descriptions of every car made by Packard.

And you have the most important spot, the closing room. There, if you need it, you have your Sales Manager available to help you. Your man in charge of appraisals is also handy for some authoritative advice and information. You also have ready access to finance plans and, of course, your management is there for approval of the final deal.

And so if you've applied the magic formula and taken the prospect for a little ride . . . If you've followed your presentation with a complete demonstration . . . then you've given the prospect a taste of what it would be like to really own a Packard and . . . having brought him back into the Dealership, you're within a short step of the close.



## Appraising

Handling the appraisal. How you do it can make or break a deal for you. About the first and best piece of advice you can get is: "Take your time . . . don't hurry."

Here's one good reason . . .

### A GOOD DEAL DOES A GREAT DEAL!

You saw in the slidefilm called "Don't Be Backward" how the Appraisal occupies a key position in your selling pattern:

### PRESENTATION • DEMONSTRATION • APPRAISAL • CLOSING

It is the bridge between Demonstration and Closing and on it often depends the final outcome of your sales effort.

You are familiar with the type of prospect that wants to know "how much for my car?" even before the salesman has had a chance to say "good morning." There are definite ways of avoiding getting trapped by this device if you make it your business to steer completely away from the subject until you've had an opportunity to sell the man on Packard.

After all, most prospects—naturally—have a desire for gain. They want the best possible deal . . . the highest dollar allowance on their trade-ins. However, if they are not already sold on the car for which they're trading, they may not feel they are getting all they should.

*Therefore,*

### SELL THE ADVANTAGES AND BENEFITS OF OWNING AND DRIVING A NEW PACKARD

This means, of course, that you should give your complete Presentation and Demonstration *before* the subject of trade-in comes up. You can usually steer around it by saying that your dealership's appraiser will have to handle that while you and the customer are out demonstrating the Packard. Add your personal assurance that the prospect will get the best possible deal.

The basis of successfully handling the appraisal lies in your ability to

### CONTROL THE INTERVIEW

Keep the conversation on the *new* car until you're ready. Unless this is done, the only basis upon which a deal can be made is on price alone.

The actual appraisal should not be made in the presence of the prospect. With this old car out of sight and mind, you are free to sell the new car.

When the time comes, you will want to present the Appraisal under the most favorable circumstances . . . .

- In the closing room, if possible . . .
- Using the Appraisal Form . . .
- Alone with the prospect

The closing room has a selling atmosphere and selling help if and when you need it. The Appraisal Form supplies concrete evidence that the Appraisal has been made in a business-like manner with proper knowledge of the value of the car. By being alone with the prospect, you avoid his getting the feeling that he is being high-pressured.

## Present the Appraisal in the Right Spirit

... the spirit that reflects enthusiasm for the Appraisal and confidence in the Appraiser. Make the prospect feel that he is "getting a break." Any display of dissatisfaction, whether it be by the tone of voice or in facial expression, is an obvious cue to the prospect to start dickering.

Remember, you are selling a NEW CAR . . . not buying a used one. So . . .

### QUOTE THE ALLOWANCE IN TERMS OF THE MONEY DIFFERENCE NEEDED TO BUY THE NEW PACKARD

You might say: "Mr. Prospect, for your car and only \$\_\_\_\_\_ per month, you can own this new Packard!" Or: "Mr. Prospect, for your car and only \$\_\_\_\_\_ we will deliver your new Packard."

Do your pencil work where the prospect can watch you. It creates confidence. After you have quoted money difference, many prospects still want to know "How much for my car?" Don't hesitate to tell them in such cases but it will be up to you to convince them that the value in the new Packard is well worth the money difference you've asked.

In an effort to get more for his car, the prospect can be very skillful in pointing out the good features of his car and the care he has taken of it.

### RIGHT OR WRONG, YOU CAN AGREE WITH HIM

State that this is the reason you have been able to give him such a *high* allowance. If necessary, you must re-sell the ability, experience, and fairness of your Appraiser and his knowledge of used car values.

Emphasize the reconditioning necessary to put the used car in shape for re-sale for it to be worthy of your dealership's high reputation among used car buyers. After all they, too, expect fair prices, good appearance, and good running condition.

This does not mean that you have to go into detail on every item. This would only take up time and may start arguments over insignificant points.

If you handle the Appraisal correctly . . .  
present it skillfully . . .  
justify it convincingly . . .

### MOST PROSPECTS WILL SIGN THE ORDER WITHOUT FURTHER SELLING.

So remember,

YOU'LL MAKE MORE COMMISSION DOLLARS

by always

- By-passing early Appraisal requests
- Presenting your Packard first
- Demonstrating Packard first
- Avoiding "LASIARPPA"

**DON'T BE BACKWARD!**

LASIARPPA

## Closing

It's only logical to suppose that once the Appraisal is out of the way, the next step is to close the deal.

And here is something to keep out in front when you are on this subject . . .

### THE ONLY SUCCESSFUL CLOSE IS A SIGNED ORDER!

That's how important our Closings *should* be . . . all of them. And here are a few reasons:

**It costs just as much for you to make a call as it does to make a sale. Nobody enjoys running around seeing prospects for the single purpose of making a presentation and giving a demonstration. That puts no money in your pocket.**

Of course, you can't make a sale on every call, but we can certainly increase the percentage of sales to interviews. That's where good closing technique comes in.

**Closing a sale should never be left until the end of the presentation or demonstration. Closing actually starts with the very beginning of your interview . . . from the moment you have a prospect interested in a Packard car.**

In fact, it starts with your own attitude . . . with what you say and do in the first few minutes you spend with your prospect. Unless you gain his interest at the beginning and keep it through the presentation and demonstration, you may never have the opportunity to close the sale.

**Closing should develop as a natural part of your selling presentation and will be accepted as such by the prospect if you have retained his interest.**

Another important consideration in connection with the subject of closing sales is *sticking with the prospect*, even though he may conjure up excuses, stalls, alibis, and pretended final put-off.

After all, the prospect knows that you are not there just to tell a story or take him for a free ride in your Packard demonstrator. He knows that, sooner or later, you'll have to get down to the short closing strokes. Therefore, he's observing everything you do and say during your contact with him. He may not even be aware of it, but he's making up his mind about you, and about the car, all the time he is with you.

**This applies to the first few seconds you are with him and goes right on through until somebody closes something—you either close the deal or he closes the door in your face.**

So...

## Learn to Recognize and Handle These Familiar Prospect Objections to Closing the Deal Now:

- Can't afford to buy now.
- Competitive car is as good or better than Packard.
- A friend owns a Packard and is not satisfied.
- Will wait for the new models.
- Will drive present car a while longer.
- Wants to think it over or talk to another member of the family before buying.

### LOOK AT CLOSING THIS WAY . . .

When a prospect brings up an objection, what he really wants is *one more reason for buying*. Each objection answered to his complete satisfaction is another ground-gaining plan in winning a selling game. Each objection answered puts you closer to a scoring position. Answering his objection gives the prospect *one more reason for buying*. Sooner or later, one of these reasons will be what it takes to GET THE ORDER.

### ALWAYS HANDLE OBJECTIONS WITH A REASONING ATTITUDE . . . LEAVE ARGUMENTS TO OTHERS

By showing the prospect that you take a genuine interest in his welfare, you make him feel that he is being offered a fair deal. Help him by suggesting finance plans that best fit his needs. Point out the value of buying from a reputable dealer. Sell him on your service facilities. You must keep him sold on the cash difference as compared to competition and on Packard's higher re-sale and trade-in value.

Be on the lookout for a closing signal from your prospect and then move in fast. Whenever he indicates that he is satisfied with your sales story, *ask for the order*. Sometimes a salesman may fail to catch this signal and continue to "sell." This is a serious mistake and often results in the man's losing the sale without knowing why.

### WHEN CLOSING . . .

- Develop a friendly, helpful attitude from the start.
- Keep the prospect's interest at high level.
- Answer all questions to the prospect's satisfaction.
- Keep figures on your official order blank.
- Assume the prospect will require financing and offer constructive advice.
- Ask for the signature whenever a question seems to be answered satisfactorily.
- Closing is, after all, asking for the order. Never pass up an opportunity to ask.

### REMEMBER,

ALWAYS CREATE A STRONG DESIRE IN THE PROSPECT'S MIND TO BE A "MAN WHO OWNS ONE." IT WILL HELP YOU TO

**CLOSE THE DEAL NOW!**



## Delivering

As all of us know, but sometimes forget, Delivery is a very important phase of our business. This is a phase of dealership operation in which there is great room for improvement. As a matter of fact, in most dealerships, DELIVERY is the most neglected phase of selling. Special attention should be placed upon it in the future.

### **CARS—LIKE BABIES—MUST BE DELIVERED CAREFULLY!**

The delivery of a new car may get to be a routine operation—for *you*, but not so with your customer. Remember, in his life this is a very important occasion!



**THIS IS THE BIG EVENT! THE DELIVERY IS A VITAL COMPONENT IN THE SELLING PROCESS. ESPECIALLY AS THE CUSTOMER SEES IT!**

The purchase of a fine automobile like the Packard is indeed a notable event for anyone. We should be able to appreciate that accepting delivery of the new car is one of the customer's biggest moments. This is his baby, and he's proud of it. So don't let him down, and don't let yourself down. Never deflate the occasion by dropping interest the minute you close the sale.

In this business, successful selling is a continuing and cumulative process. You can go right on selling through the Delivery and beyond. The sales attention which you invest in the delivery process will have a major effect on your long-term success in the business.

Don't undermine the good work you have done in selling by a thoughtless handling of the Delivery. The buyer's desire to own a Packard, and his appreciation of what he has bought, is a natural reaction which can be capitalized upon so that after the Delivery the customer will be appreciative of your personal interest in him.

He will naturally want to be proud of his choice—even brag about it a little. If you reassure him that he has made a good deal—if you can help him from the very start to strengthen his natural feelings of pride, your efforts will pay dividends far into the future.

Don't make a routine affair of any new Packard Delivery!

Thinking in terms of what *you* would want if you were on the receiving end, let's consider some of the things to be remembered.

### **NO FALSE PROMISES ON DELIVERY!**

Before you make a definite promise on delivery, be sure you check to be sure that the model and color will be available for assignment to the customer.

Allow time for the Service Department to condition the car and install the specified accessories.

Clear with the proper people in your dealership so that there will be no misunderstandings and you can make good on your delivery promise.

The appointment for delivery should be clearly understood and definite. That is, arrange a definite time, hour, and place convenient for the customer to accept delivery of the new car.

## Thorough Checking and Conditioning is the Job of the Service Department but the Personal Responsibility of the Salesman

After all, it is your customer, so it pays to double-check everything. Never rely one hundred percent on others.

Thorough checking and conditioning is technically the responsibility of the Service Department. They follow a detailed procedure designed to catch faults before delivery. Their standard, uniform procedure is thorough and reliable. BUT—if you want to be a Master salesman, you'll leave nothing to chance, and you'll personally recheck everything done by your service people.

### THESE THINGS CHECKED AND DOUBLE-CHECKED . . .

1. Entire Paint Job and Finish
2. Clean Unmarred Interior
3. Switches and Lamps in Working Order
4. Keys Open All Locks
5. Ignition and Instruments Working Properly
6. Free Operation of Windows, Ventilators, and Windshield Wipers.
7. Complete Set of Tools in Rear Compartment
8. Tires Properly Inflated
9. Oil, Gas, and Radiator Coolant
10. Accessories and Options as Ordered, and Functioning Properly.

When it comes to the payoff—you are the one who is responsible. It pays to satisfy yourself personally about all of these things. Double-check to see that all the accessories and options have been taken care of as ordered—that they are installed properly—and functioning perfectly.

Then too, in order to *really* make sure that everything is right . . .

That performance is perfect . . .

And the car is ready for delivery . . .

You should take it out for a road test!

When the time comes to deliver the car, it should be an ironclad rule to be there in person.

First of all, as a simple courtesy, confirm the delivery hour in advance with the customer. The turning over of the keys should be done by you, and there are many reasons why the dealership is the best place to send the new owner off to a good start. Here you can make a final inspection of the car *with the customer*. He'll appreciate pointers on such things as:

**How to dim the road and instrument panel lights.**

**Use of the heater and wiper control.**

**Adjustment of the front seat.**

**Operation of ignition lock and door lock.**

**The various accessories and how they operate.**

**Location of tools.**

You can also demonstrate your customer interest by giving sound recommendations on oil change, lubrication, battery care, tire pressure, break-in practices, etc. And this is the time to present and strongly recommend the usefulness of the "Owner's Manual."

## The New Car Atmosphere of the Dealership Dignifies the Procedure of Delivery

By conducting the whole procedure in the dealership, you can strengthen the customer's feeling that you and the dealer and the entire agency, with all its facilities, stand behind the product and stand ready to serve when needed. If circumstances make it necessary to deliver the car away from the dealership, your personal participation is all the more essential. Cover as much ground as possible, just as though you were in the salesroom. And by all means, urge the buyer to visit the dealership as soon as possible—perhaps at the thousand-mile inspection.

It's good business and good customer relations to be on hand to accept the delivery of the trade-in.

This checking is necessary to make certain that everything about the trade-in is the same as it was at the time of the appraisal. Also, a considerable percentage of customers are prone to forget about personal belongings left in the old car. Prompt discovery and return of any such items will increase the customer's respect and regard for your operation.

Remember that the buyer values his own time. He may willingly spend a lot of it with you talking about his new possession, but no customer is pleased to cool his heels waiting for paper work which should be ready.

A serious and considerate attitude is in order when it comes to the presentation of the owner's service policy and the warranty. It's important to be able to explain these things in a simple, understandable way so that the customer has a clear picture of his rights and privileges. In this connection it's appropriate to give credit to Packard for the liberal provisions of the warranty.

You can also demonstrate your concern for the customer's interests by reviewing his insurance protection and offering simple, useful advice on what to do in case of accident.

### **IF YOU WERE THE CUSTOMER, YOU'D WANT . . .**

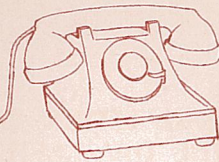
**TO BE MADE TO FEEL AT HOME IN THE DEALERSHIP,  
AND BECOME ACQUAINTED WITH THE SERVICE MANAGER.**

If your delivery salesmanship is up to par, the Packard owner does not pass out of your business life at the moment he receives his automobile. The Delivery is the ideal time to convince him of your sincere desire to be of continuing service. One way to make him begin to feel at home right away is to give him a tour of your shop, show him your facilities, and introduce him to your Parts and Service Managers. Every good Parts and Service Manager will recognize and treat a new Packard owner as a VIP in the community.

**THE SELLING SKILL WITH WHICH YOU  
DELIVER THE NEW PRODUCT CAN TURN  
CUSTOMERS INTO STEADY CLIENTS. . . .**

**SO JUST REMEMBER, THE BETTER YOU  
TREAT THE NEW OWNER, THE MORE  
LIKELY HE IS TO BUY FROM YOU AGAIN  
AND AGAIN—SELL OTHERS ON PACK-  
ARD FOR YOU—AND MAKE YOUR JOB  
EASIER AND MORE PROFITABLE.**

## Following Up



A good salesman never stops selling. He makes it his business to follow up his Packard owners for a very good reason:

### THE SATISFIED OWNER IS YOUR BEST ALLY!

In other words, be sure that the man who owns one is happy with his Packard and is happy with *you*.

### THE GREATEST ASSET THAT CAN BE POSSESSED BY A PACKARD SALESMAN IS TO HAVE HIS EFFORTS MULTIPLIED THROUGH THE GOOD WILL OF PACKARD OWNERS.

### SO—OWNER FOLLOW-UP IS ONE OF YOUR MOST PRODUCTIVE FORMS OF PROSPECTING.

Successful selling is an endless chain, but this requires the forging of a final connecting link.

That all-important connecting link which makes selling a continuous repeating process is the *good will* which is forged through owner follow-up.

When a man buys a new Packard, he usually can hardly wait to drive it home to his family and to show it off to his friends and neighbors. It's natural for him to brag about the car and the good deal that he made. Properly exploited, this is grist for the mill of the salesman.

Every buyer *wants* to like his new Packard because it's *his*. He wants to feel that he made a good deal! These natural impulses place him in your cheering section. Unintentionally or deliberately, this self-appointed booster will influence those around him on the advantages of Packard over other cars—so capitalize on this natural attitude!

### THE GOOD BOOSTER TALKS UP HIS NEW PACKARD TO FRIENDS, NEIGHBORS, AND ASSOCIATES.

In doing so, he will be unconsciously preparing himself to become a repeat buyer, and properly handled, he is a rich source of new prospects.

All of which suggests that the salesman should not only appreciate and cultivate his Packard owners, but should also see to it that they have all the selling facts to talk Packard convincingly to their own friends.

### ALL THAT'S REQUIRED TO ENGAGE HIS SERVICES IS A SERIES OF FRIENDLY CONTACTS AFTER THE CAR IS DELIVERED.

To recruit an owner for your sales promotion team requires tact and a talent for dealing with people. But the task is made easier by the fact that once a prospect becomes a customer, his resistance is discarded. The way is open for a relaxed and friendly relationship.

But the advantage must be followed up. Frequent friendly contacts will enable you to maintain a high level of good will. This is also the one sure safe way to sidetrack competitive influences.

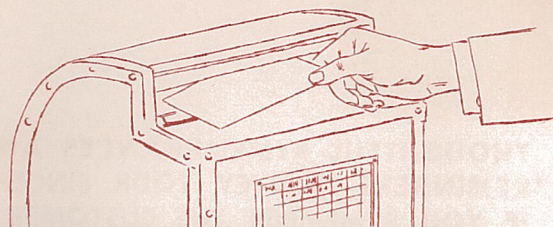
### SYSTEMATIC FOLLOW-UP SHOULD INCLUDE—

- A "THANK YOU" MESSAGE
- COURTESY CALL SHORTLY AFTER DELIVERY
- 1000-MILE INSPECTION CALL
- PERIODIC PERSONAL CONTACTS
- REGULAR SERVICE MAILINGS
- THOUGHTFUL MESSAGES

The only way to make it pay is to follow a system. Your new owner may have been sold on Packard at the time he bought it—but the only way to make it stick is through a planned follow-up program.

**A PERSONAL LETTER OF APPRECIATION  
MAILED THE DAY AFTER NEW CAR  
DELIVERY CAN—**

- THANK THE CUSTOMER FOR HIS BUSINESS
- OFFER PERSONAL ASSISTANCE WHENEVER NEEDED
- REMIND HIM OF SERVICE FACILITIES



- REMIND HIM OF THE DEALERSHIP'S POLICY OF FAIR DEALING AND FRIENDLY SERVICE
- COMPLIMENT HIM ON THE WISDOM OF HIS CHOICE

The little letter of appreciation means a lot more than you might suspect to the feelings of the average customer.

When you neglect to send one, your oversight is always passed without comment. But when you do send one, you are watering the roots of customer loyalty.

**WITHIN A WEEK, YOU SHOULD MAKE A PERSONAL COURTESY CALL—**

- TO CHECK CAR PERFORMANCE
- TO CHECK OWNER UNDERSTANDING
- TO CONFIRM OWNER SATISFACTION
- TO DEMONSTRATE GENUINE INTEREST AND  
AND  
• TO LAY A FOUNDATION FOR A LONG-TERM BUSINESS FRIENDSHIP.

This is the friendly call on the new owner. You want to make sure that he's completely satisfied with the performance of his Packard and that he thoroughly understands its operation.

Then the owner will get to know you better and see you in a different light than as just a salesman. At the same time, you will be getting a clearer line on him and the needs and preferences of his family.

**FOLLOW THROUGH WITH A PHONE CALL TO REMIND THE  
OWNER OF THE 1000-MILE INSPECTION.**

**THIS IS IMPORTANT *CUSTOMER INSURANCE!***

Usually within thirty days the customer will be ready for the thousand-mile inspection, and a reminder from you will be appreciated. Be on hand, if possible, when he comes in for this checkup. It may provide you with an opportunity to call attention to details of car operation which may have been overlooked during the sale.

**SUBSEQUENT PERIODIC CALLS ESTABLISH PROFESSIONAL  
CONFIDENCE AND RELIANCE**

**AND**

**PUT YOU ON THE TRAIL OF PROSPECTS WHO HAVE *ASKED  
THE MAN WHO OWNS ONE!***

After the first month it may not be necessary to see the new owner very often. You will have to use good judgment as to the frequency of calls. Gear them to the owner's reaction, and to his value to you as a source of prospects.

Even if he is not the type to lead you to new prospects, you should still make it a rule to see him at least once every six months—stepping up the frequency of the calls as the time approaches when the customer might buy again.

***SERVICE MAILINGS* BRING WORK INTO THE SHOP—  
AND ALSO**

**STRENGTHEN THE TIES THAT MAKE YOUR DEALERSHIP *HOME  
PORT* FOR EVERY PACKARD IN YOUR AREA.**

By all means let him know of seasonal service specials. In addition to the letter and the post card—phone calls and personal visits are in order. Invite him to the dealership for Announcement Day showings and for special events, and be alert for every opportunity to put something useful in the mail to the owner.

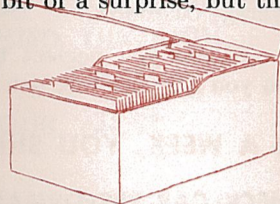
**THOUGHTFUL REMEMBRANCES AND HELPFUL REMINDERS CONVEY YOUR SINCERE INTEREST. IF YOU REMEMBER THE CUSTOMER, HE'S SURE TO REMEMBER YOU.**



These small gestures of friendliness are bound to have a cumulative effect. He'll appreciate it when you remind him that it's time to renew his insurance. Doing the little things that you don't really have to do, show him that he is remembered.

Always send him a card on the anniversary of his purchase. Naturally you will send him a card at the holidays, and birthday congratulations may be a bit of a surprise, but they will certainly please him.

**AN ACTIVE FILE OF PACKARD CUSTOMERS AND OWNERS IS YOUR BEST INSURANCE THAT PACKARD CONTINUES TO MEASURE UP TO EVERY OWNER'S ORIGINAL EXPECTATIONS.**



Your owner file is a bank. The more you deposit, the more you can draw on it later. A well-organized file is also a timetable telling you when and how to apply your follow-up steps to best advantage.

It will help you to systematize your work day, if you keep it alive and up to date and review it regularly.

Among other things, your owner file will record the particular buying interests of every customer. It will summarize the details on how he was sold, and it will keep you fresh on his attitudes and peculiarities. All of this information can be used to great advantage when the time comes to sell the customer another Packard.

As you build up your "deposit of owners," you'll find yourself never at a loss for plenty of qualified prospects.

**FOLLOW-THROUGH IS YOUR BEST MEANS OF BUILDING YOUR GREATEST SELLING ASSET—A CLIENTELE OF SATISFIED CUSTOMERS!**

Now let's sum up. A planned owner follow-up program involves these simple steps:

1. A thank you message
2. The courtesy call after delivery
3. The thousand-mile inspection reminder
4. Periodic friendly contacts
5. Service mailings
6. Helpful reminders and thoughtful remembrances

**FOLLOW THIS PROGRAM TO . . .**

- RETAIN THE CUSTOMER'S GOOD WILL
- HEAD OFF COMPETITION
- OBTAIN HIS FUTURE BUSINESS
- INDIRECTLY INFLUENCE MORE PEOPLE THAN YOU COULD REACH PERSONALLY
- ESTABLISH A RICH SOURCE OF PROSPECTS

**IF ALL YOUR PACKARD OWNERS VOLUNTEERED TO HELP YOU SELL—THINK OF WHAT IT COULD MEAN IN TERMS OF ADDED SALES!**

Yes—a clientele of satisfied customers is the greatest asset which you can build in your business.

If all the sales opportunities and selling energies of every owner were added to your efforts . . .

If every customer talked Packard enthusiastically to friends and acquaintances . . .

If every one of them gave you his personal endorsement . . .

**YOU'LL AGREE THAT THE EFFECT ON YOUR SALES VOLUME WOULD BE TREMENDOUS!**

And it can be done!

## What This Means To You

Naturally, as a salesman—a Packard salesman—you want to further your career. That is one of the reasons you attended the Retail Sales Conference, the source of the material in this book. The purpose of the conference was to bring out the true meaning and significance of what it is to be a *Packard* salesman . . . to draw your attention to the opportunity before you, inspired by the *new spirit* of Packard.

What does this mean to you? Simply this: today, as never before, you are in a splendid position to achieve one of the highest honors in the automobile industry.

Your foundation is one of the most famous symbols on the road—the Packard hub-cap hexagon.

What is there about the really good salesman that makes him outstanding? To begin with, he has prospects.

Without prospects, he would have nothing to do. However, even *with* prospects he's out of luck unless he knows his product.

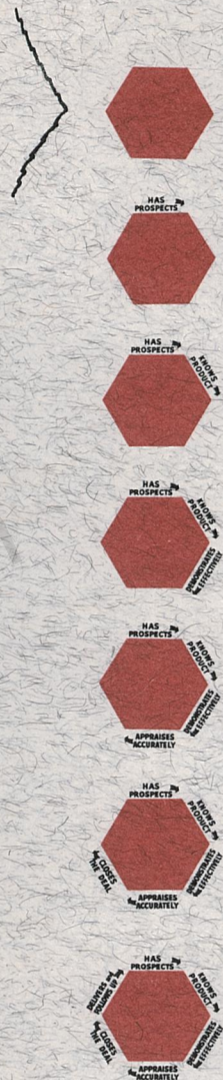
So—with prospects and products—his next move is clear: he demonstrates effectively.

As was brought out in the conference and this book, this logically leads to the next step, so the salesman appraises accurately.

So, beginning with a prospect and armed with product knowledge, he does a good demonstration and appraisal. There's one thing left to do. He closes the deal.

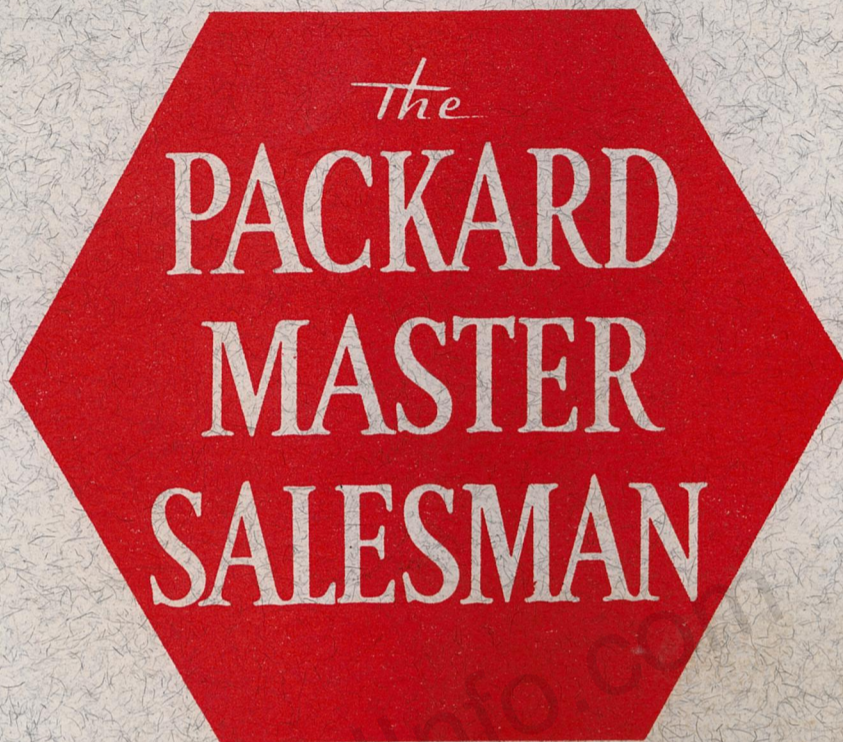
Only one thing left? No. There is a very important and necessary something else: the salesman who wants to stay in business delivers and follows up.

There you can see, at a glance, why proper delivery and follow-up are so important. They bring us right back to where we started with prospects, thereby beginning the cycle all over again to create an ever-expanding sales activity. 'Round and 'round she goes, but there's no gamble in this six-sided wheel of fortune . . . just a good, solid, creative *selling* career for the salesman who really tries . . . a career of increased earnings and greater pride of achievement.



## Again...What Does This Mean To You?

The words and phrases on the foregoing page may sound like "pie-in-the-sky" talk to some people. But they are not. You can look to Packard to make something tangible out of them. Here it is: every Packard salesman has the opportunity of becoming a member of the "400 Club" of automotive selling. He can become known as a **PACKARD MASTER SALESMAN**.



As you know, membership in this exclusive organization is earned strictly on performance. Once earned, it stands as a challenge to be met as you go onward in your selling career. It is a challenge for you to live up to and a challenge to your non-member fellow salesmen to make the first team—to be up there with you and the other *winners*.

It is within the grasp of *every* Packard salesman to be a Packard *Master* Salesman. Start your drive toward that goal *today* by learning where *you* stand. Ask your Sales Manager or Dealer.

**IN 1953—AND IN THE YEARS AHEAD—LOOK TO PACKARD!**

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