

THE

SEMI-MONTHLY



PACKARD
APPROVED
ACCESSORIES

ACCESSORY PROMOTOR

INCREASED SALES AND PROFIT WILL RESULT FROM

Knowing your product, your market — Effective display — Increased turnover
— Convincing your customer by talking results in terms of his desire
— Directing your efforts by a definite sales plan.

Attention: General Manager
Accessory Manager

January 1, 1930

No matter how large or small your organization, the importance of accessory operation is emphatically demonstrated by the fact that all accessory sales by Packard Distributers, in 1929, totaled better than \$6,000,000 (this does not include sales by Dealers). The net profits derived from these sales were a major factor in the total net profits of most Distributers.

By proper application accessory sales can be materially increased in 1930. On December 30, we sent each Distributer an accessory quota for his territory. If every Distributer and Dealer will work to this quota, place the handling of the accessory account in the hands of a responsible member of their organization, check the accessories they sell with those in our catalog, see that their stock is current and that sales from it are proportional to the number of cars serviced and sold, and that all members of their organization who are in contact with owners get the facts about accessories, your sales and profits for 1930 will increase.

By presenting to you twice each month, thru these bulletins, the methods used and reasons for the success of some Distributers and Dealers in selling accessories, and certain facts that are available to us about various accessories, that are not available to the individual, we believe we can render you a needed and valuable service; yet we know it will only be as effective as you make it by application.

The above are facts that every General and Accessory Manager can well afford to seriously consider and make effective. The next bulletin will contain information particularly advantageous to the service and new car salesman - Watch for it!

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager