THE ACCESSORY PROMOTOR

SEMI-MONTHLY

PACKARD APPROVED ACCESSORIES

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.

January 4, 1932

Attention: Accessory Manager
General Manager

Gentlemen:

"When you start home from a friend's home these evenings, wouldn't you feel better if you knew you had a heater in your car that would keep you warm and comfortable? Ever hear your wife wish for one?"

Thus, Bill Sweeney, live Service Salesman, opened up on Mr. Packard Owner - who didn't have a heater.

Mr. Owner said to Bill: "Sure would, what do you have to offer?"

Bill carefully explained how the Packard Heaters would assure comfort and why they were the best and logical for Mr. Owner to have installed. He built up desire in Mr. Owner's mind for a heater, and he didn't use a lot of words doing it. If the question of price arises Bill simply says - "Our heaters are no more expensive than any good heater for other makes of cars; they are, to the best of our knowledge the most efficient of their type now on the market. Cheaper heaters are probably a pretty expensive thing to buy due to their inefficiency. Even in these days we get just about what we pay for." So it wasn't long before Mr. Owner signed the order, hard times not withstanding.

Notice, please, that Bill worked up Mr. Owner's feeling for what he was selling. He didn't say "Good morning, Mr. Owner, fine day. I'd like to sell you a Packard Heater. They really are good, and I know you will like it."

No, Bill knew the difference between making talk and making sales. Bill doesn't know anything about the theories of selling. He only knows he has to tackle almost everyone he contacts with to get a good sales volume, and that in each case he has to make people really want things before they will buy. So, he just sees that everything he says does this, which probably explains his consistent high commission checks for accessory sales. And, to the best of our knowledge, Bill hasn't a patent on these ideas!

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson

JDW:B
(1800)

J. D. Wilson
General Accessory Manager