

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: Accessory Manager
General Manager

October 1, 1931

Gentlemen:

Your owners are interested in new accessories and improvements in others. They are more apt to buy them especially if effectively demonstrated. You have such accessories: Automatic Starting Switch; Twin-Trumper Horns for cars previous to ninth series; Packard Snap Spokes for wire wheels; Quart can of Chassis Oil; Pelican Emblem; Cowl Ventilator Screens; Cloth and Plush Utility Robes (list price \$19.50) and improved Heaters.

It is strictly up to you to capitalize on these accessories. There is enough business available through them, especially the switches, heaters and robes, to boost your October accessory sales by a large margin.

This job of ours -- selling accessories -- requires mostly that we must make all our contacts valuable through suggestions properly fitted to the customer we are talking to. A knowledge of the theories of selling isn't necessary. The main idea is to make people want things hard. This can best be done through practical suggestions. And we would suggest to everyone -- not just a streak of doing it once in awhile. Let's go to work in earnest this month -- all month --and see just what kind of salesmen we are.

Yours very truly,

PACKARD MOTOR CAR COMPANY

Wilson

JDW:B

J. D. Wilson
General Accessory Manager