

THE



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

February 1, 1930

THE QUESTION OF PRICE

The price question often troubles all of us. It is human nature to argue about expense, and there will always be some people who object to price, even if you should sell at cost. But the true situation is that with most of us the objection to price is the direct result of our own attitude and mishandling of it.

We must realize that we have to build up desire for an accessory in the customer's mind. You can seldom make a sale by proving the price of an accessory is low; but you can often win one by convincing the customer that he wants or needs the accessory more than the money it costs him. The experienced salesman assumes that the customer accepts the price unless he directly objects to it. He always tells all that the price includes, and if possible builds up desire before the price is discussed.

In most cases the way to overcome price resistance is simply to answer the customers comment briefly but courteously - and go on with your selling, with the least possible delay. Wouldn't something like the following be effective:

Customer: "That's a lot of money for a Tire Cover - even if it is a metal one."

Salesman: "I don't doubt, Mr. MacDonald, that there are cheaper covers on the market, but dissatisfaction with appearance is one of the most expensive things you can buy. This cover has more graceful lines, which accounts for its exceedingly fine and unusual beauty, because it is spun from quarter hard aluminum to the exact contour of the tire. Further, it is waterproof, its fittings are bronze, non-corrosive and chromium plated, and it fits on the rubber preventing rattles. We, of course, mount the cover for you. We are very careful of the lacquering job, and I am sure that after closely examining this cover you will find it superior."

Be sure your salesmen understand this price question - it will help them increase sales.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B
Enclosure