

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

March 1, 1930

Are you getting the proper volume of accessory sales through your Service Department? These should be a major portion of your retail sales. To increase them every salesman should be trained to make himself interesting to the buyer, either with new helpful information about accessories or with something that will interest the person he is trying to sell. For every repair order they write they have a contact - an opportunity to do this. What are their sales per repair order?

Do you show the salesman how to direct his efforts to make his work more productive? If you would give them a definite list of five or six accessories each week, and train them to check every car for the opportunity to sell one or more of these accessories, wouldn't your sales increase and your stock be more easily controlled? For instance, if each salesman averaged one sale a week of each of the following:-

	<u>List Price Attached</u>
Motop Oiler	\$15.00
Trunks	80.00
Pilot-Ray Light	38.50
Closed Car Windshield Wings	25.00
Fender Lamps	<u>20.00</u>

Your volume per salesman would be ---- \$178.50 and with 5% commission each salesman would earn \$8.92 per week or about \$34.00 per month - certainly an incentive for the salesman - just like finding extra money.

TRY IT OUT -- ALL IT COSTS IS A LITTLE EFFORT

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B
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