

# 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, 1932

Gentlemen:

Because of the smaller amount of accessories included in the delivered prices of the Light Eight, it is more necessary than ever before to utilize every possible means of securing additional accessory business. We suggest the following methods and urge you to make a particular effort to see that they are immediately adopted so that they will be effective during the Spring Showing Week and tie up with your demonstrating campaign.

First, practically everyone is including in their delivered price of the Light Eight - a tire, tube, metal tire cover and clock. In our letter of January 19 we suggested that additional accessories may be added to these cars, provided the price tags on them show these accessories as additional. We urge you to make up a group of accessories listing from \$50.00 to \$75.00 and adopt this plan of selling. Its success will depend upon how you get your new car salesmen to work on it.

Second, as long as you keep one standard equipped car on your floor it is agreeable with the Factory Sales Department that the Light Eight cars on your floor may be equipped with accessories such as, emblem, right hand tail light, tire cover protector, fender lamp, startix, front and rear rubber mats, hinge or tire mirrors, lorraine or trippe lights, trunk, trunk guard and window wings.

Third, all demonstrators should be equipped with as many salable accessories as possible, particularly with the right hand tail light, tire cover protector and emblem. In addition to the accessories mentioned in the paragraph above a utility cloth and plush robe listing at \$19.50 could also be used in at least one demonstrator, not only for sales purposes but to lend an additional bit of elegance to the interior. Well equipped demonstrators have usually been successful in aiding accessory sales - don't neglect to take advantage of this now.

Fourth, in addition to display on cars and demonstrators it will be good business to clean and revamp your sales room show case, fill it with accessories that will go well with the new car and move it to a prominent position.

(over)

The following is a representative list of accessories that could be placed in the showcase:

| <u>Item</u>           | <u>List Price</u> | <u>Item</u>            | <u>List Price</u> |
|-----------------------|-------------------|------------------------|-------------------|
| Emblem                | \$10.00           | Bulb Kit               | \$ 2.25           |
| Tire Mirrors, Pr.     | 16.00             | Tire Gauge             | 1.50              |
| Hinge Mirror          | 5.00              | Window Wings, Pr.      | 14.50             |
| Startix               | 13.00             | Packard Body Polish    | .80               |
| Lorraine Light        | 22.50 & 32.50     | Packard Fabric Cleaner | 1.00              |
| Trippe Light          | 25.00             | Packard Dust Mitt      | .50               |
| Right Hand Tail Light | 10.00             | Handy Kit              | 4.25              |
| Fender Lamps, Pr.     | 12.00             |                        |                   |

These items are low in price and will appeal to the buyer of the Light Eight. It might be well to put price cards on them because a great number of the buyers of this car never before owned a Packard and probably will be surprised at the low price of Packard Accessories, and we certainly want them to be acquainted with them and not take any chances on their going outside to do business.

Fifth, it is also advisable to continue sending the accessory catalog with letters to the buyers of new cars. This has proven successful and should do a particularly good job with the new clientele we should have.

Sixth, in your Service Department use folders intelligently, clean up and keep attractive displays, and keep your service salesmen on the job in a manner that creates the impression that they are interested in the owner and his car.

Seventh, pay commissions and bonuses.

Accessories in good times and bad have been consistent profit producers. To the best of our knowledge no dealer, branch or distributor lost money in this department in 1931. You are desirous of increasing your profits in 1932 - you can average \$20.00 worth of accessory profit for each car sold if your organization consistently works at the job.

It will pay to give this department your personal attention.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*J. D. Wilson*  
J. D. Wilson  
General Accessory Manager

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