

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 of: General Manager
Accessory Manager

June 1, 1930

Gentlemen:

Not only in different distributorships but also in the same one, we find considerable variation in the amount of accessory sales, and hence earnings, of the salesmen.

Many of the service salesmen give the main reason as a lack of time. Undoubtedly during rush periods there isn't much time, but the fact remains that those service salesmen who are selling the largest volume, and who are earning in commissions an average of from \$5.00 to \$12.00 per week, are writing just as many repair orders as the fellow who sells very few accessories.

So the answer seems to depend largely upon what each individual is willing to do. Each salesman has an excellent chance to substantially increase his income. The better he plans his time, the more he finds out about his customers and the accessories he has to sell the easier it will be.

He will find each accessory can be classified under one or more of the following buying motives:

- | | | |
|----------------|-----------------|-----------------|
| 1 - APPEARANCE | 3 - COMFORT | 5 - PERFORMANCE |
| 2 - SAFETY | 4 - CONVENIENCE | 6 - ECONOMY |

Appeal to each customer through the one that best fits him by building up his desire through appreciation of the results he will get.

ISN'T IT WORTH A TRIAL?

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B