

# 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

July 1, 1930

Gentlemen:

The customer exerts such a vital influence in the development and volume of our business that his interests should be jealously guarded, his requirements carefully studied, his wishes given earnest consideration.

Study your customers and appeal to them as individuals. The Packard owner will listen to and consider your suggestions for accessories. You can convince him to buy by showing him proven results. This can best be done by demonstrating. Make it a habit in your selling for it makes it easy for the customer to buy. A few words of explanation, telling the customer what to look for, will tremendously increase the effectiveness of your demonstrations. By letting him handle the article he often will build up his own desire for it. Just remember the customer isn't as familiar with your accessories as you are, and that he will more readily believe what he sees than what he hears.

Only a little extra time is required to sell in this manner but the increased sales that result will more than repay the time spent. Convince yourself by trying it for one month -- it can be done on all accessories -- from Goggles and Kit Lights to Trunks and Seat Covers.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson  
General Accessory Manager

JDW:B