

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

August 1, 1930

Gentlemen:

How many times have you lost opportunities to sell accessories because you were not quite sure what to recommend? After you are thoroughly familiar with all the Packard Approved Accessories, their appeals, advantages and prices, you need have no hesitancy, if you will just consider the following when deciding what to recommend.

- 1 - The customer's chief needs.
- 2 - The customer's buying motives.
- 3 - The customer's buying ability.
- 4 - The particular accessories you want to sell.

To make your recommendations and advise effect, try to:

- 1 - Use concrete facts.
- 2 - Make positive statements in a convincing manner.
- 3 - Use language or terms that are non-technical or that the customer will best understand.
- 4 - Have personal enthusiasm and confidence.
- 5 - Stress factory approval of the accessories.

Won't you try to give these matters some thought, apply them to the best of your ability, and see if you can increase your volume of accessory sales?

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson  
General Accessory Manager

JDW:B