

THE

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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

August 10, 1931

Gentlemen:

We have heard the remark that, "The cars are so well equipped there are hardly any accessories left to sell afterwards." Tires, tire covers, chrome locking rings, twin horns, right hand tail light, trunks on club sedans, windshield wings on open cars, fender lamps and emblems are accessories that are sold almost exclusively by the new car department - because they are on the cars. Often one or two other accessories may be added to this list but it is the service department that has the best opportunity to sell the other accessories.

Just a few of the more popular accessories that open this lucrative field to the service salesmen are:

Lights	Box Light Bulbs
Automatic Starting Switch	Trunk Guard
Handy Kit	Rubber Mats
Tire Cover Protector	Trunks
Heaters	Mirrors
Radiator Screens	Purolator Cartridge
Motop Oilers	Cowl Ventilator Screen
	Chassis Oil

To sell accessories you don't have to know a thing about the theories of selling. The essential thing is just to make everything you say make the prospect feel a stronger need for the accessory, also: to make sure that you say such things to every possible prospect.

It is the repeated contacts, as well as their great number, that give the service man his opportunities to build sales volume. Why not go over these thoughts in your service sales meeting? It should help to increase your accessory sales and profits.

Yours very truly,

PACKARD MOTOR CAR COMPANY

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J. D. Wilson
General Accessory Manager