

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

December 3, 1929

To PACKARD DISTRIBUTERS AND DEALERS

Subject MERCHANDISING SERVICE

TO BE NOTED AND INITIALED BY

Gentlemen:

Now is the time to turn your service facilities to constructive and profitable use.

Impress upon your owners by letter, 'phone, and personal call, that anything less than systematic and consistent service is poor economy.

Use your sales abilities to merchandise your service as though that were your sole business and your living depended upon it.

Send out the best letter you or your advertising man can write, calling attention to those seasonal repairs and adjustments which mean better performance and longer life.

Make up some operations, both individual and collective, at special prices and send them to every owner.

Above all, see that your service salemen and new car salesmen go hard after sales of seasonal accessories; heaters and robes for the northern owners - trunks, pilot ray lights, etc., for the southern tourists.

Let us all put aside the notion that "service" is just a matter of "order taking," and, instead, get some real energetic salesmanship behind the fact that "service" can be merchandised profitably.

Start now and keep after it every day until the spring rush takes up all your spare service facilities.

He who serves best profits most - try it.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JFP:PA
(b) 2200

Dealers' G.L. No. 274

J. F. Page
General Service Manager

Any references herein, to future business, are made subject to the continuance of the existing agreement between the Manufacturer and the Distributor