

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY

To PACKARD DISTRIBUTERS AND DEALERS September 27, 1937

Subject ACCESSORY DATA BOOK

Gentlemen:

Attached is a copy of a new accessory sales help -- The Accessory Data Book for Packard salesmen. This book is designed for Packard car salesmen and service salesmen, to enable them to familiarize themselves with the pertinent selling points of each accessory. First, it furnishes a description of the item and specification. Second, the main reasons for owners to buy are outlined under selling features. In some cases we have named the types of owners who are prospects for a particular accessory. Then comes a brief description of the method of packaging each accessory, the models it will fit and the suggested, installed price.

The most effective way to use this book will be to give each retail and wholesale salesman a copy. Then, review two or three items at each sales meeting. Within a month or six weeks, your entire selling organization will be thoroughly acquainted with the complete line of Packard approved accessories and, consequently, in a much better position to sell any item.

In the service department, each service salesman should have one of these Data Books and study it regularly so that he will be able to describe his merchandise in an intelligent way to any prospective buyer.

Accessories show a greater percentage of profit than any other branch of your business. The intelligent use of this Data Book will help you to secure the maximum profit from the Packard franchise.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson

J. D. Wilson
General Accessory Manager

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Enclosure