

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

August 1, 1932

To PACKARD DISTRIBUTERS AND DEALERS

Subject SELLING SERVICE TO THE OWNER

TO BE NOTED AND INITIALED BY	

Gentlemen:

The great majority of car owners have little or no conception of the amount of work involved in service and repair operations on their cars. If we expect them to patronize our service stations and stay away from the cut price shop or corner filling station, we must convince them of the much greater thoroughness and, therefore, the much greater value in the kind of work they receive in a Packard service department.

When an owner receives a repair bill he has no possible way to judge whether the work was really worth the price charged and, therefore, too often is apt to think the price high on general principles.

In order to enable you to convince Packard owners that they are getting real value for the money they spend in a Packard service station, and to further convince them of the great thoroughness of the mechanical work, we have prepared specifications for some ten or more of the common operations, such as:

1. Lubrication.
2. Remove carbon and recondition valves.
3. Motor tune-up.
4. Adjust brakes.
5. Adjust and lubricate steering gear.

We suggest that these specifications be included with every bill on which these operations appear. Also, your service salesmen and new car salesmen should be supplied with these as an aid in selling service work and convincing your owners that your work is a better value than that done by the outside shop even though the outsider's price may be lower. And you can further point out that the same operation can be done, by the outsider, with many of the important details omitted in order to enable him to quote a lower price.

We urge you to make full use of this plan for better service selling. We would be glad to have your comments on this little scheme as well as the reaction of your customers.

(over)

These specifications may be obtained from the service literature department at the following prices:

200	---	\$.65
500	---	1.55
1000	---	3.00

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. F. Page
General Service Manager

JFP:PA
(900)
Enclosures (7)
Dealers' GL-491