

REFER TO THIS LETTER BY NUMBER

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

August 16, 1932

To PACKARD DISTRIBUTERS AND DEALERS  
(Attention of the General Manager)

Subject SERVICE MERCHANDISING

TO BE NOTED AND INITIALED BY	

Gentlemen:

The Service department at the factory has endeavored to act as a clearing house for successful service merchandising plans which might be used in the field.

In nearly every issue of the Service Letter workable schemes for getting in more service have been illustrated and described, and in many cases have been adopted by distributors and dealers with excellent results.

We have just completed this folio entitled "MORE SERVICE BUSINESS." This is in the form of a scrap book composed of the ideas which have been set forth in the Service Letter. All of these proven sales schemes are gathered together here for your convenience.

No one plan is, in itself, the answer for obtaining all the service work from your owners. Each one has its merits and is good for a certain length of time. Experience indicates that the sales effort must be varied. On the average a given plan produces business for about sixty days, and then the problem must be attacked from another angle.

First and foremost every distributor's and dealer's service department should have an accurate, up-to-date file of all owners -- new and used car owners, and owners who have come in from other localities. Next, this file should be used regularly and consistently. There is no substitute for a close follow-up of your owners for the purpose of obtaining their service work through constant contacts and, also, to unearth any complaints or dissatisfaction.

The first function of the service station is to properly service the owners' cars, and in case of trouble to fix the trouble the FIRST TIME -- not the second or third time. Nothing drives owners away from your service station so quickly as your inability to service or fix their cars completely and properly without the necessity for coming back.

Second in importance is to make your service really attractive to the car owner by the manner in which he is treated. If you overcharge him or do unnecessary work, or fail to follow a liberal policy in correcting troubles, the owner will not be satisfied.

If you have done the mechanical work properly and charged for it fairly, the next most important thing is courtesy, and a real evidence of interest and sympathy toward the owner. While he is with you he expects, and should have, your entire attention and, figuratively speaking, that of all your employees. How else can you expect to compete with the outside super-service station and the corner filling station? The public is becoming thoroughly impressed with their efficiency, courtesy and salesmanship.

Look carefully through "MORE SERVICE BUSINESS." Put into use what is good and suitable to your requirements. Remember that selling service is a continuing effort and not a sudden push on your part which later subsides to a half-hearted interest and effort.

The factory service department will continue to act as the clearing house for good ideas used in the field, as well as in the promotion of original plans for better service selling. Much can be accomplished with the cooperation and interest of your managing executives -- little can be accomplished without.

With our combined efforts we can make every Packard owner a salesman and obtain the service volume, the gross profit, and the car sales to which every distributor and dealer is entitled.

Very truly yours,

PACKARD MOTOR CAR COMPANY

JFP:PA  
(900)  
Dealers' G. L. No. 495

J. F. Page  
General Service Manager