

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

January 19, 1927

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

Subject FOLLOW UP OF OWNERS

TO BE NOTED AND INITIALED BY	
<i>JSS</i>	

Gentlemen:

We have stressed, many times, the imperative need of following up owners who for some reason or other do not patronize your service station. You cannot afford to ignore the reasons for their absence.

In this highly competitive business, the good-will of your owners, in the last analysis, is your greatest asset. Don't neglect it.

Packard, Incorporated of Philadelphia, are keenly aware of good-will value. They maintain a systematic and persistent follow-up.

From a follow-up card record of service to customers they are aware at all times just when each owner made his last visit to the service station.

When a car has not been in for service for four months, they want to know why. Where possible, a personal call is made. Those owners who are hard to reach are approached by post card or letter.

In this follow-up work, two questions are always asked of the owner:

Are you satisfied with your Packard car?

Why have you not patronized our Service Department?

To ask these questions requires faith in the product you handle and confidence in your Service Department. With Packard, Incorporated, in the great majority of cases, pleasant relations have again been resumed with those owners who, for real or fancied grievances, have drifted away.

Do you follow up your owners?

Yours very truly,

PACKARD MOTOR CAR COMPANY



NCR:L
(d) 1100

H. N. Davock
Service Manager