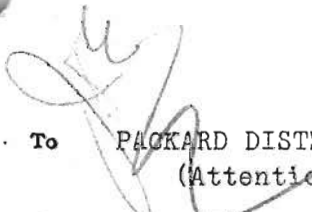


PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To  PACKARD DISTRIBUTERS AND DEALERS
(Attention: General Manager and Service Manager)

January 7, 1936

Subject SERVICE MANAGEMENT AND SELLING

Gentlemen:

To assist Packard service managers, we have prepared a "Guide" on Service Management and Selling.

This first edition deals with fundamentals - things we all know but don't always do.

Supplements will follow with specific suggestions on how to sell more service profitably.

This material will be so arranged that the service manager will use it as the basis of meetings to educate and train others in the service department.

We realize that a service manager can hardly be expected to read this material during the busy day, but we believe it is of sufficient value for him to take it home for careful study and consideration.

If it stimulates thought and discussion of better service management or merchandising plans, it will have been worthwhile.

This material has been prepared from proved results of successful field operations.

We again urge the necessity for definite training of all service personnel so that a better job will be done in rendering Packard service with profit to the distributor and dealer and complete satisfaction to car owners.

Yours very truly,

PACKARD MOTOR CAR COMPANY



J. F. Page
General Service Manager

JFP:VC
2(b-1 only) 2800
Dealers' GL-766