

Packard PARTS and ACCESSORIES BULLETIN

46P-6
Dealer 4

February 21, 1946

To: REGIONAL AND ZONE MANAGERS AND DEALERS

Subject: SELECTION AND TRAINING OF PARTS DEPARTMENT MANAGERS

Parts and Accessory volume will continue to be the most consistently profitable part of the Dealer's business. How profitable it is will depend largely upon how well the Parts Department is managed.

Many Dealers have spent large sums in reorganizing their parts operation, installing the Packard Parts Control Plan and improving the appearance and merchandising atmosphere. In order to realize the maximum profit, a capable, energetic parts manager should be placed in charge. Such men are becoming available and Dealers should give serious consideration to the problem of obtaining the right man. The Parts Department is entirely too important to leave to the part time supervision of a bookkeeper or shop foreman.

The general qualifications of a parts man are honesty, neatness, courtesy, sales ability and a general knowledge of the mechanical make of a car, all combined with an ability to get along with people and a flare for merchandising. Such a man requires thorough training on the Parts Control Plan routine both as to location of stock, ordering and control of inventory, interpretation of orders, interchangeability of parts, use of Packard Parts Lists, order forms and other paper work involved. Zone Parts and Service personnel will cooperate with Dealers in selecting and training new parts managers.

Dealers are urged to give immediate consideration to the management of their parts operation. If a change is indicated in the department management, it should be made as quickly as the right man can be found.

Very truly yours,

Karl M. Greiner
Karl M. Greiner
Parts and Service Manager

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