

THE PROFIT-PRODUCER

November 15



BI-WEEKLY

A Profitable Sale Results from—Buying It Right—Displaying It Well—
Talking About It—Making the Price Plain—Showing It on the Car

Now, more than ever, it is up to us to really sell. Your opportunity is greater than ever as many owners will continue to drive their present cars.

We should cultivate the customer; draw him into conversation and find out his likes and dislikes, then point out the results he will get from an accessory that will fulfill his needs. Let's not just quote prices, answer questions and leave it to the customer to decide.

Let's pave the way for sales by attractive display, circulars, letters, etc., and then in conversation talk results in terms of the customer's desire.

Point out advantages in terms he will understand -- comfort, convenience, safety, appearance, performance and economy.

It will be particularly effective at this time to apply these methods to such items as Heaters, Robes, Motop Oilers, Step Plates, Rubber Mats, Window Eaves and Pilot-Ray Lights.

Yours very truly,

PACKARD MOTOR CAR COMPANY

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Addie Quipment
General Accessory Division

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