

PACKARD

# Service Counselor

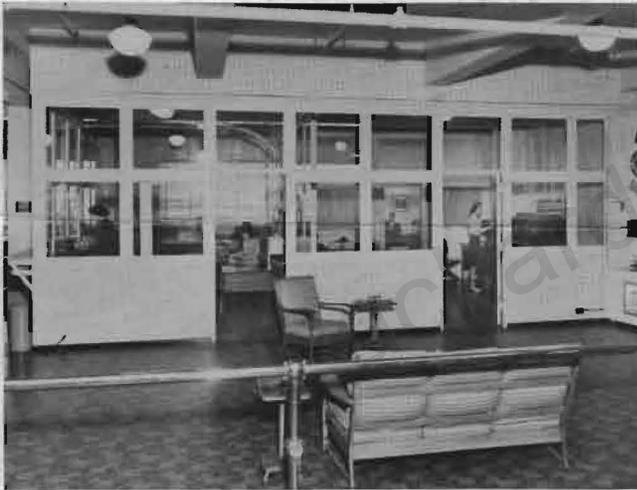
PARTS \* ACCESSORIES \* PRODUCT \* PROFITS  
INSTITUTIONAL  
PROMOTIONAL



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## Service Promotion



Los Angeles is proud of its new service offices, customer waiting room and accessory display. We think they have done an exceptionally fine job. The reaction of the customer to such neat and attractive surroundings creates the impression of confidence in the entire organization that is so important. It encourages the feeling that the work done on his car will be of the best.

Selling automotive service is much like selling hotel service. It's made up of certain definite things that each dollar buys, plus certain intangible things that create good feeling. At the hotel, it's the manner of the door man, the desk clerk and the bell boy, as well as the actual service they perform. It's the appearance of the building as you approach it and as you enter the lobby that gives people confidence in the efficiency of the entire establishment. It's important to establish such confidence in service customers and such arrangements as shown do just that.

**SERVICE MANAGER'S PERSONAL COPY**

## IMPORTANCE OF OWNER CONTACT

The new registration list of Packard owners, dealers are purchasing from R. L. Polk should be the basis of your new Owner Contact file. Just as soon as these lists are received the new file should be started.

What you want in an Owner Contact file is the one that requires the least amount of clerical work to keep it up to date and yet does the best possible job of assuring you of a maximum of contacts. The new Packard system does just that. It is fully described in the booklet, Packard Service Standards on Owner Contact and Service Selling.

For smaller installations the file folders are recommended. For larger files of over 200 to 300 names the cards will be found much handier.

Type the owner's name and car information on each card or folder and file alphabetically. On the folder the owner's name is placed at the top of the back section of the folder. Transcribing the service record information in the proper spaces requires very little time. The procedure is described on page 7 of the booklet. The operation of the file is outlined on page 8 and 9.



Page 11 tells you when to add new cards and when to remove cards. It explains what is done with the cards removed.

It's a simple job to keep the record. Very little time is required to operate the record and at the end of each 30 or 60 day period you will have contacted every owner in the file.

This system saves your time and gets a job done. Read the description of this Owner Contact Plan again in Booklet 2 of Packard Service Standards and get your file started now. You may not need any extra service work now but you do need the good will of every Packard owner in your area from both a service and new car sales standpoint. Increased new car quotas carry with them the responsibility of increased service facilities and greater service volume.

## SLUDGE CAMPAIGN ANNOUNCED

A complete program to combat the serious results of sludge has been developed. A folder to be supplied dealers for mailing to all customers outlines in interesting style the causes, effects and remedies of sludge.

Instructions for handling are being sent out along with shop routine. The factory is anxious to have the full co-operation of each dealer in making sure this important story reaches every owner. It is extremely important both from the dealers' responsibility to his Packard owners and the volume of future sales.

## PRODUCTION ON CRITICAL PARTS

You and some of your customers have been inconvenienced by our inability to supply certain parts, because of necessary government regulations of material. These shortages have received our continual attention and we can now report that production schedules have been set on the critical service parts listed. The approximate date to start production is given:

1. Motor Crankshaft (8)	Sept. 11
2. Motor Crankshaft (6)	Sept. 18
3. Motor Connecting Rod & Cap (6 & 8)	Sept. 25
4. Rear Axle Shaft	Oct. 16
5. Motor Camshaft Sprocket	Oct. 16
6. Front Suspension Support	Oct. 16
7. Front Suspension Support Knuckle	Oct. 16
8. Motor Camshaft (8)	Oct. 16
9. Motor Camshaft (6)	Oct. 16
10. Motor Cylinder Head (6)	Sept. 28
11. Motor Cylinder Block (8)	Oct. 6
12. Motor Cyl. Crankshaft Bearing Cap (8)	Oct. 6
13. Bearing Cap Block (8)	Oct. 6
14. Valve Stem Guides (Exh. & Intake) (6&8)	Oct. 6
15. Motor Cylinder Head (8)	Oct. 16
16. Motor Cylinder Block (6)	Oct. 16

## NEW APPOINTMENT



H. K. Fletcher is now Retail Sales Manager of Packard — New York. He has operated service departments for twenty-five years and has just been transferred to his new work from the factory Inspection Department of the Aircraft Engine Division. He takes some real experience and

knowledge to his new position.

## GEAR SHIFTER FORKS

Transmissions of the present type started with the 17th Series cars.

The gear shifter forks were secured to the fork shafts with  $\frac{3}{16}$ " pins until the latter part of the 19th Series production. At that time the pins were increased to  $\frac{1}{4}$ ", and the  $\frac{1}{4}$ " pins were continued in the 20th Series.

In the future we will ship only the late design forks and shafts, which have the large holes. When orders are received for the original parts we will furnish the present design and will supply the large pins.

When either forks or shafts are installed it is an easy matter to drill the mating parts so that the large pins can be used.

## FUEL PUMP INLET HOSE

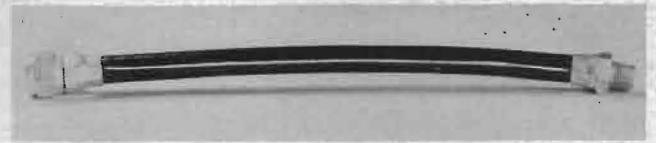
Have you noticed the white line which runs the length of the fuel pump inlet hose?

This line has a purpose. After the hose is installed on a car the line should be straight. If it is twisted, the hose itself is twisted, and such a hose is apt to cause trouble.

When the hose is twisted the rubber core may close up, and partially block the flow of gasoline. The symptoms will be those of a weak fuel pump. The flow of fuel may be enough for light throttle running, but may not be sufficient as the throttle opening increases.

When checking the pump you should first check the hose and make sure that the passage is clear. This is particularly important if the hose has been twisted.

In the installation of a new hose the upper end should first be tightened at the fuel pump. Then attach the lower end to the fitting in the frame, holding the hex to prevent the hose from twisting.



After both ends are tight, make sure that your white line is straight.

## OIL GAUGE SENDING UNIT

On the side of the oil gauge sending unit cover, at the large end, you will find "up" stamped at two points 180° apart.

In the installation, the unit should be tightened until one of the two marks is uppermost. In this position the rheostat moves in a vertical plane, and operates more efficiently than when it moves sidewise. It will work in any position, best results will be obtained if it is installed as suggested.

## SELL FINISH PROTECTION

Finish protection is an important part of winter conditioning. This year its very important and again we call your attention to the fact that it does not require the use of hard to get skilled mechanical men.

Packard Blue Coral treatments are easy to sell and the repeat business is profitable. Its safe to use. Laboratory analyses proves it to be free from harsh abrasives, therefore, none of the finish is removed. It lasts longer than ordinary polishes, it dissolves dirt and grime and gets down to the lacquer. By buffing, the surface is burnished, producing a clean, hard, glass-like surface which remains lustrous for a long time.

The new car finish is actually restored by cleaning down to the original finish and bringing out its lustre. Thus the finish is preserved, since after cleaning and burnishing, a special sealer is applied, which leaves the finish hard and dry with no oily or wax-like surface ready to absorb dust and dirt. The sealer protects the finish. Packard Blue Coral requires merchandising with display posters and a special Blue Coral Department. The next page gives you some workable ideas that will produce real results.

## SELLING PACKARD BLUE CORAL

Tell customers what it is, why it's different and what it will do for their car.

Demonstrate it preferably on owner's car. Show them the hard, long-lasting lustre.

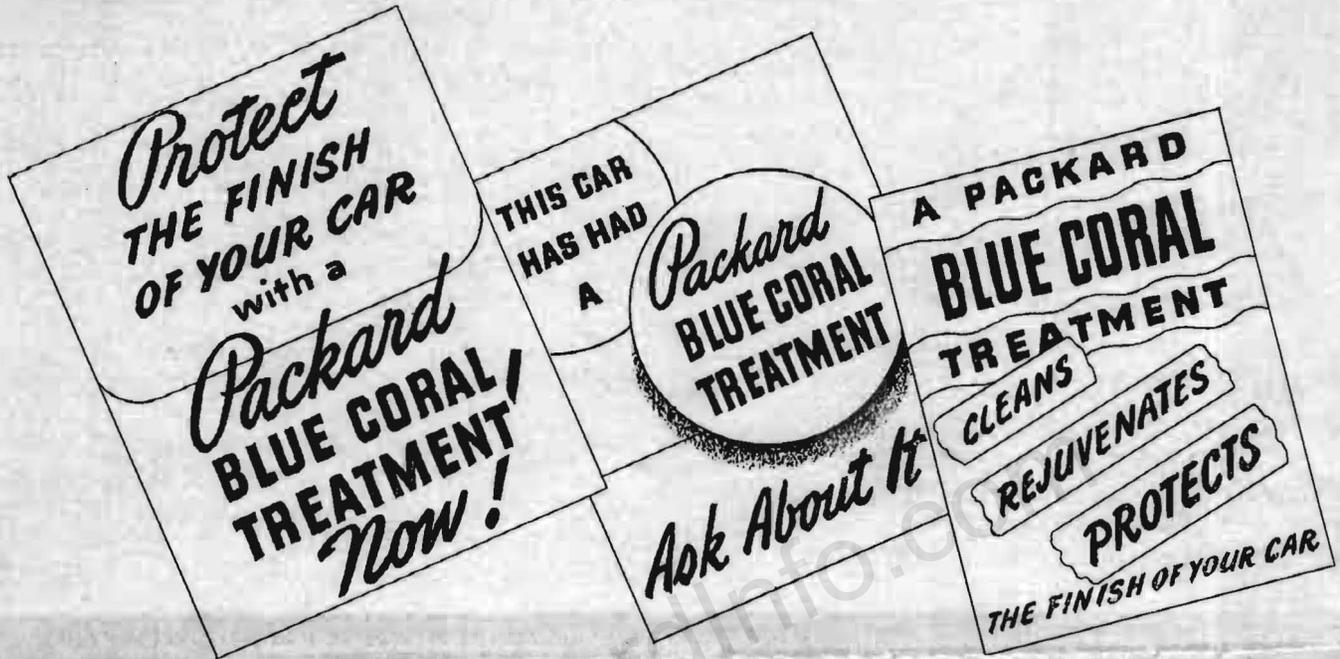
Set up a Blue Coral Department where customers can watch the work. Arrange with a local carpenter to construct one of the attrac-

tive backgrounds or build it with your own organization.

Use locally made signs such as those suggested.

Send out folders or postal cards.

Pay a bonus on each job sold.



SUGGESTIONS FOR SIGN CARDS TO BE MADE LOCALLY

