

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL



PROMOTIONAL

VOL. 19, NO. 12

DECEMBER, 1945

SET SERVICE QUOTAS

While service business is still good in many parts of the country there are parts where it is not so good and as new cars are delivered service volume may drop off.

You may soon find yourself making every effort to make sure the shop is full of work. The service manager who waits until the shop is nearly empty before he starts to work will have a very tough job on his hands.

The best way is to get your quotas set up now and find out what you have got to do in the way of gross profit to more than cover your fixed expenses.


We now have available a new Service Quota Card which makes it easy to follow actual results day by day.

The new columns are used for parts and labor sales. When the daily figures are entered in the proper columns it enables the service salesman and the service manager to see the actual accumulated sales against the accumulated daily quota. You know each day how close you are coming to your quotas. If sales are below quota you know just how much extra effort you must put into promotion work to bring the sales up.

You need a service quota right now. You need to compare it every day with the actual sales—start your promotion work now and give

it a chance with some good follow-up to do a real job for you. Direct mail and follow-up do not produce results over night. They require a little time. We urge you to start now.

These forms are now available and may be ordered from the Packard Service Literature Department.

 **Our Service Quota**

No. REPAIR ORDERS		LABOR SALES		PARTS SALES	
QUOTA	ACTUAL	QUOTA	ACTUAL	QUOTA	ACTUAL
31		31		31	
30		30		30	
29		29		29	
28		28		28	
27		27		27	
26		26		26	
25		25		25	
24		24		24	
23		23		23	
22		22		22	
21		21		21	
20		20		20	
19		19		19	
18		18		18	
17		17		17	
16		16		16	
15		15		15	
14		14		14	
13		13		13	
12		12		12	
11		11		11	
10		10		10	
9		9		9	
8		8		8	
7		7		7	
6		6		6	
5		5		5	
4		4		4	
3		3		3	
2		2		2	
1		1		1	

MAKE ALL THESE THERMOMETERS BOIL!

SOME NEW PPCP INSTALLATIONS



CRAWMER-FELDNER CO.
ZANESVILLE, OHIO



FLOYD RILEY MOTOR CO.
MOBERLY, MO.—Before



After

LUBRICATION COUPON BOOKS

10,000 Mile Lubrication and Inspection Coupon Books are now being printed. The plan of selling lubrication on a paid-in-advance basis establishes steady service customer volume. It encourages customers to keep their cars in better condition and you have a chance to see and talk to customers more often. You, therefore, have a chance to inspect their cars more often and the result is more preventive maintenance service and better satisfied customers.

Samples of the new books will be sent to all Dealers with complete details in the next week or so. Get this plan in operation in your area as soon as possible and start every 1946 Clipper buyer off on this plan.

WHAT SHOULD SERVICE DO?

What do you want your service to do for Packard Owners? There might be several answers to this question depending on who asked the question. The auditor would say service should produce an adequate return on the investment to absorb a large portion, if not all, of the fixed expenses. The new car sales manager might say that service should keep owners so happy with their cars they can easily be sold another one. The service manager would say service should fix cars so they run right. The dealer would probably combine all these into one answer which would be the right one.

If service is to do all these things, one thing is certain—it must satisfy the owner. To make sure your service does this, you must keep in mind what the owner wants in the way of service. The order of importance may vary with different owners but if your service includes these five essentials, it will satisfy the auditor, the sales manager, the service manager and the dealer as well as the owner.

1. **CORRECT WORKMANSHIP**
Correct workmanship is the only sure way to hold owners and satisfy them. Mediocre workmanship makes them go elsewhere and poor workmanship causes trouble and corrective work.
2. **PROMPT ATTENTION**
People don't enjoy waiting especially when they are buying. All customers should be greeted promptly and courteously.
3. **DONE ON TIME AND DONE RIGHT**
When a promise is made, keep it. Few

things irritate people more than to be delayed because of a broken promise. Incorrect diagnosis is often the cause of broken promises. To a customer incorrect diagnosis is carelessness and that is inexcusable. Give customers the right job at the right time.

4. ASSURANCE OF ECONOMICAL TRANSPORTATION

Most owners demand economical transportation and become repeat buyers when they get it. Care should be taken to sell only service that is actually needed.

5 UNDERSTANDING, COURTEOUS TREATMENT

The amount owners desire or can afford to spend on their cars varies and should receive consideration. Supply the "deluxe plus" service to the man who wants it and can afford it and "essential maintenance service" for the owner who wants transportation at the lowest possible price.

Making customers feel at home—calling them by name and taking a real interest in their service problems is what builds loyal, satisfied customers.

These are the things customers want. Does your service always give it to them?

PAINT ORDERING SYMBOLS

The new car paint color names, combinations and ordering symbols are as follows:

L-235	A - AC	Lowell Gray Metallic
L-236	B BC	Coral Blue Metallic
L-237	C XC	Vanderbilt Gray Metallic
L-238	N NC	Vermont Green Metallic
L-105	X	Black

When ordering we suggest you use both the name and the symbol.

CHASSIS LUBRICATOR OIL

Due to the age of the cars involved and the small volume of sales, we are discontinuing the sale of Chassis Lubricator Oil. Satisfactory oils can be purchased for use in the Lubricator System. It should be a clear, filtered oil without any compounded ingredients. An SAE-50 engine oil will be satisfactory.

1701 SEDAN BODY

Burnham Auto Sales, Logan Boulevard, Burnham, Pa. have a 1701 sedan body for sale. For condition, equipment, and price, write the dealer direct.

"QUIZ TEST"

HOW MANY DO YOU KNOW—without looking at the answers?



- After disassembling the master brake cylinder the parts should be cleaned with gasoline or kerosene. True. False.
- Low compression on two adjacent cylinders may indicate:
 - head gasket between No. 1 and No. 2 cylinders leaking.
 - valve guides with excessive clearance.
 - collapsed piston skirts.
 - loose piston pins.
- The tail lamp fuse on a 1900 should be:
 - 15 ampere.
 - 25 ampere.
 - 20 ampere.
 - 30 ampere.
- An inhibitor should be used in the cooling water because:
 - it preserves the life of rubber hose connections.
 - it seals leaks in the cooling system.
 - it retards the formation of rust and corrosion.
- On the 20th Series electromatic equipped cars adjust the clutch pedal to have:
 - 1½" to 1¾" free travel measured from the pedal pad and floor board.
 - 2" free travel of first part of pedal movement.
 - no free travel.
 - 2" free travel measured between the pedal pad and floor board.

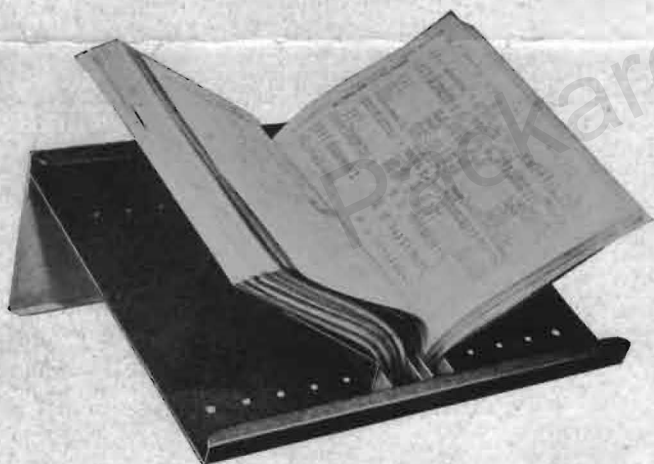
For Answers, See Back Page.

SELL MORE PISTON RINGS



Here is a suggestion for a display of Packard Perfect Circle Piston Rings. It makes use of the very attractive box in which Ring Sets are received and cards which are available through Packard Zone Parts and Service Managers. The cards are supplied without charge. Where space is available for such a display, write your Zone for a set of Piston Ring Display Cards and duplicate the display shown.

PARTS LIST HOLDERS



The Geneva Manufacturing Company reports a reduction in discount on the Ever-Ready Parts List Holder, which affects the price on these units. The new discount is 15% on the following prices.

The No. 12 Packard Ever-Ready Parts List Holder is \$5.60. This includes 2-1" sections. The 1½" sections are \$1.15. The new price of the complete unit is \$5.78, and extra 1" sections are \$1.00 each less 15%.

These should be ordered direct from the Geneva Manufacturing Company, Geneva, Illinois.

PARTS DEPT. TRANSFERS

New transfers are available for the parts and accessories department. They are finished in red, white and blue 12 inches in diameter. The price is 45 cents each.

ANSWERS TO QUIZ

1. ANSWER: False. When rubber parts come in contact with gasoline or kerosene, they will swell. The primary cup may swell sufficiently to bind in the master cylinder and allow the compensating port to remain closed. Alcohol is recommended for cleaning all rubber parts and for flushing the entire system is necessary.
2. ANSWER: (a) See Service Counselor, January, 1944.
3. ANSWER: (c) See Service Letter, September, 1940.
4. ANSWER: (c) See Service Counselor, May, 1944.
5. ANSWER: (d) See Service Letter, January 15, 1941.