

WHAT IS A SERVICE SALESMAN?

He is a pleasant, sincere, honest, neat appearing individual who is hired to sell service, parts, and accessories. He realizes that the best and likewise most profitable job of service selling is one by which the most customers are sold that amount of service which enables the owner to operate his car in the best possible condition at a reasonable cost per mile. Desired and needed services sold at the right time produce this result and most often assure keeping owners in the Packard family through the purchase of additional new Packard cars.

Selling service involves many things just as selling new cars or anything else. The selling process includes five steps: 1. The approach. 2. Stating the advantages of the desired or needed services. 3. Proving the advantage in longer car life, economy or satisfaction. 4. securing the order. 5. Following through.

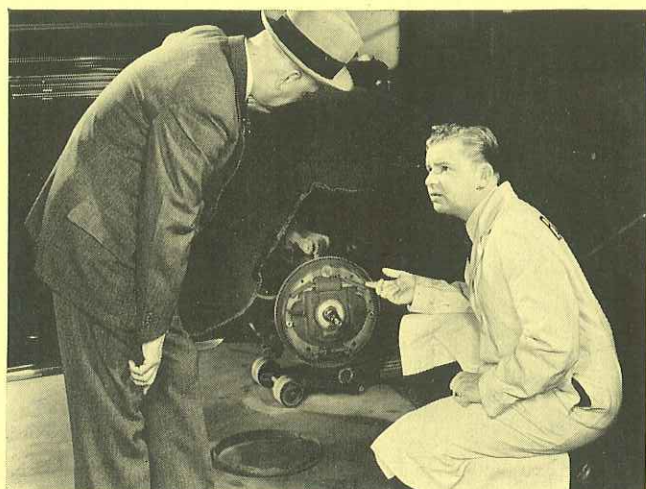
Let's interpret these steps as they apply to a service salesman:

1. *The approach.* First, this has to do with a clean neat service salesman's coat, a shoeshine, a clean shave, a smile, and a prompt cheerful greeting. Greeting customers when they first come in even though you are busy is very important. Greet everyone promptly and if you are busy, say so and tell them you will be with them in a few minutes. Even if you are talking on the telephone, recognize them with a smile and a wave of the hand. Make all greetings polite and sincere and brief. You are busy and so is the customer.

2. *Stating the advantages.* This just means tell him what the service or part or accessory will do for him. What is there about the thing you want to sell that will make him want to buy it? Is it a matter of protection, economy, convenience or pride? It may be more than one and, if so, point out both advantages. For instance, a brake reline may be protection and economy, a new spotlight may be protection and convenience, a Blue Coral treatment may be protection and pride. Most repair work would be protection and economy from the standpoint of avoiding more expense if the condition is not corrected. First decide in your own mind which groups the item or service you are trying to sell falls in, then tell the customer the advantages to him of buying what you are offering.



3. *Proving the advantage.* This means proving what you have told him were the advantages. It may be done by stating facts, showing printed evidence, quoting authorities, or actual demonstration. On a repair job, show where the factory recommends the work in the Owners Book, Shop Manual, or Service Counselor. On a sludge job, quote the factory and the leading oil companies. Demonstrate wherever possible. This might be done in a ride with the customer on a brake job or by using the Technical Chart to show why the recommended work is necessary. In selling, never neglect step No. 2—Prove your statements.



4. *Securing the order.* If you have done a good job on the first three steps, this one is easy. The best way is to ask for it. When you ask for it, make it easy to say "yes", such as "I would call that job really necessary, wouldn't you?" or "You want all the protection you can get, don't you?" When a time is set, be sure you can deliver on time. Only make promises when you are sure you can keep them and check to make sure.

5. *Following through.* On service work this means not only on time but done right. Check with the shop and be sure the work on the order has been done and done right. Then have the car ready, the steering wheel and the windshield clean and the bill ready. Meet the customer when he takes delivery and see that he is satisfied and when he leaves always remember to *Thank Him*.

MID-SEASON MAILING FOLDER

Order now—its message to owners is important to them and to you. Samples and order blanks are being mailed.

FACTS ABOUT SERVICE CUSTOMERS

THE ANSWER TO A SERVICE PROBLEM

The Packard Owner Contact System records the service buying habits of your customers. Direct mail is used to call his attention to his car needs as indicated by what he has *not* had serviced and which his car therefore probably needs.

This is a personal type of contact about each customer's car and its needs. It is a means of treating customers as individuals. To do this you must have facts about his buying habits. Packard's system provides these facts quite simply.

Rather than attempting to sell a customer more service regardless of his needs you are, with this system, finding out exactly when and what he buys in the way of service. You are then in a position to call his attention to those things he may be neglecting or that he may be buying some other place. You approach each owner on the basis of the actual needs of his individual car.

Here are the advantages of the Packard system:

1. It tells you whether the new car buyer is making regular visits to your Service Department.

2. It gives you a constant check on customer activity in order to prevent "inactives" from staying inactive.

3. It encourages more customers to buy all their service requirements from you by keeping them active in all departments.

4. It allows you to maintain a steady flow of shop work and to "step-up" the slow departments. It helps prevent peaks and valleys in the shop.

5. It permits you to do all this with a very low original cost for equipment and the simple record is maintained at a minimum of expense.

The inexpensive, easy-to-operate file is described in Packard Service Standards Booklet No. 2. Full instructions for its installation and operation are given. If you can't locate your copy, write for another one and get this system installed and working *now*.

Service volume will increase and you will soon be able to get the equipment and the help you need to handle your share. But first make sure you are going to get your share of the available business. Don't leave it to chance. Start now going after it. Service profits this year are going to be very important.

OWNER CONTACT FILE BOXES

At the present time it is not possible for us to purchase the wood file box for the Packard Owner Contact System. However, Reynolds & Reynolds has available a satisfactory substitution as it may be some time before the wood boxes are available.

The new box is made of sturdy fibre and has a cover to keep the cards clean. It is 11" long rather than 8" and therefore holds more cards. The cost is \$1.30 as compared with \$2.65 for the wood box.

We are sure you will find it a very satisfactory substitution. When the wood boxes are again available, you will be notified.



PISTON RING SETS

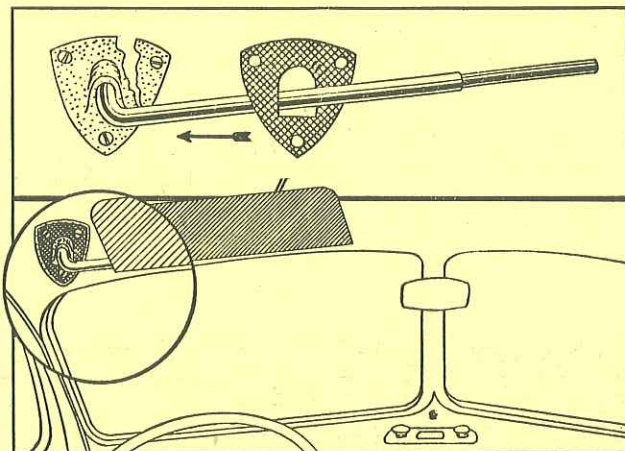
A booklet issued by the Perfect Circle was sent to the field on April 13, listing new combinations of piston ring sets. These have been engineered and selected for Packard cars and we believe are best from the standpoint of oil control and car performance.

Complete information regarding model, application and ordering data is supplied. The booklet should be added to your Parts Department files to assist you in the correct ordering of piston ring sets.

SUN VISOR BRACKET SHIELD

A Sun Visor Bracket Shield is now being carried in stock under part no. 383464. Its use, as illustrated, will enable you to repair broken brackets on clippers.

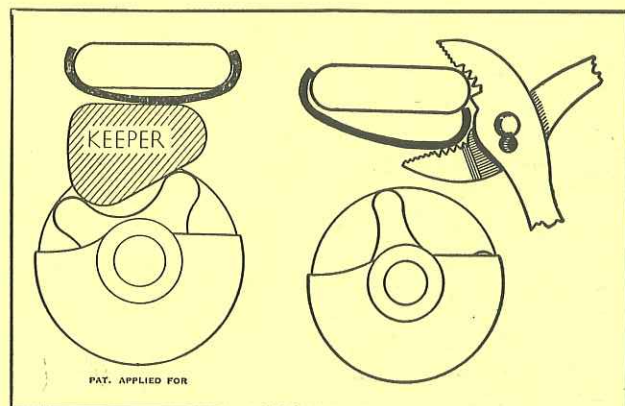
A labor charge in accordance with the flat rate manual time is suggested for installing the shield to which would be added the list price of the shield.



Part	Description	Suggested List	Dealer Net
F383464	Shield.....	.95	.67

DOOR LOCK STRIKER SPRING SHIM

We are also carrying in stock a Door Lock Striker Spring Shim, part no. 383465, to assist in removing rattles which may develop in rotary type door locks.



The Spring Shim is designed to snap on the bearing lug as shown. The Shim rides on the keeper and causes the rotary bolt to be held in snug engagement with the under side of the keeper, thus making full use of the take up action of the cam on the latch.

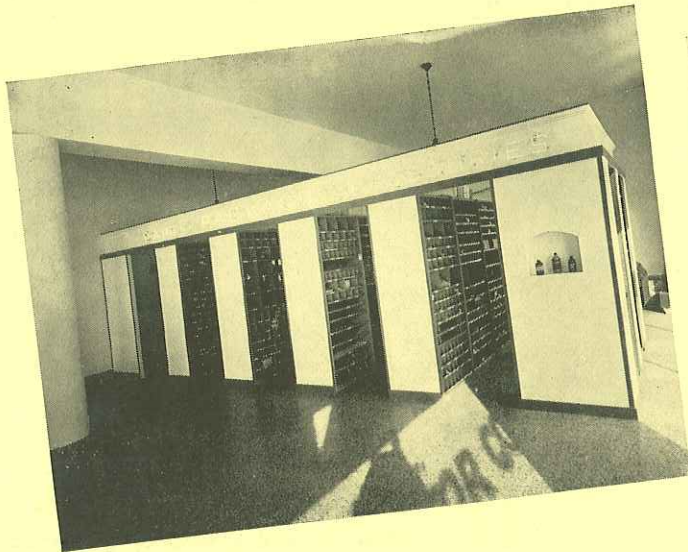
Orders for Shims should be in multiples of 10 as they are supplied on display cards holding 10 each. The installed List price is printed on the card as 45c each.

Part	Description	Suggested List	Dealer Net
F383465	Shim.....	.45	.32

MORE NEW PARTS DEPARTMENT

HOUSTON, TEXAS

Illustrated is the new PPCP installation at Southern Motors Company, Houston, Texas. Ted Giles in cooperation with G. W. Roberts, Service Representative of the Dallas Zone, has done an exceptionally nice job.



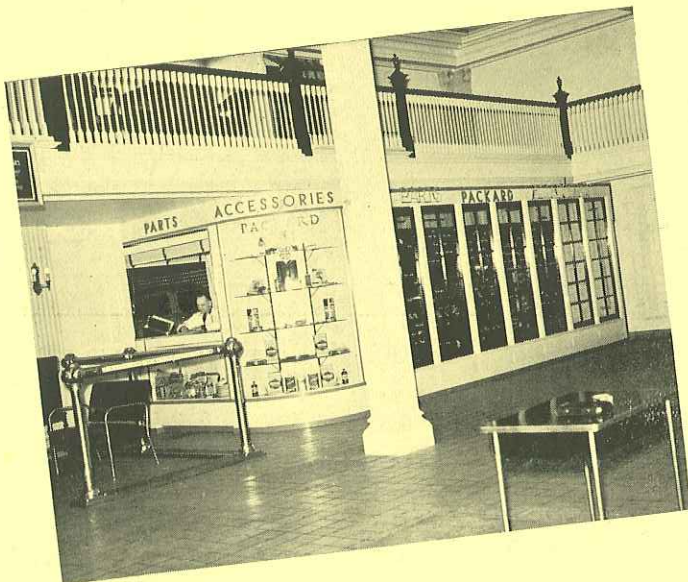
DANVILLE, ILLINOIS

V-P Motors have completed their new parts department—very modern and efficient.

The paint scheme recommended in the Service Standards Booklet on Appearance was followed and the results have been most effective.



NEW CHICAGO DEALER



A beautiful installation and particularly well suited to its location under a balcony. Wm. Bouillon Motor Sales, Lawrence Avenue dealer can well be proud of this one.



This view shows part of the shop and the parts counter serving the shop.

Clean floor, good lighting and separate departments make this a most attractive shop.