

PACKARD

Service Counselor

PARTS ★ ACCESSORIES ★ PRODUCT ★ PROFITS

INSTITUTIONAL

APPROVED
Packard
SERVICE

PROMOTIONAL

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SERVICE TRAINING PROGRAM ANNOUNCEMENT

When Packard was producing new cars at the rate of 100,000 per year, the dealer organization was fairly complete in the number of mechanics working in service stations. The armed forces and factory war production brought about a decrease of about 50% in the number of mechanics left in dealers' shops.

With a new car production schedule of 200,000 and a very small reduction in the number of Packard cars registered as of 1942 and 1945, the question is how many mechanics do Packard dealers need and where are they coming from.

How many will return from the armed forces and the factories? And how many "new" men will have to be trained? We won't attempt answers to these questions right now, but we do know there is a tremendous job of training ahead of us. A job of training "new" men and a job "refreshing" "old" men.

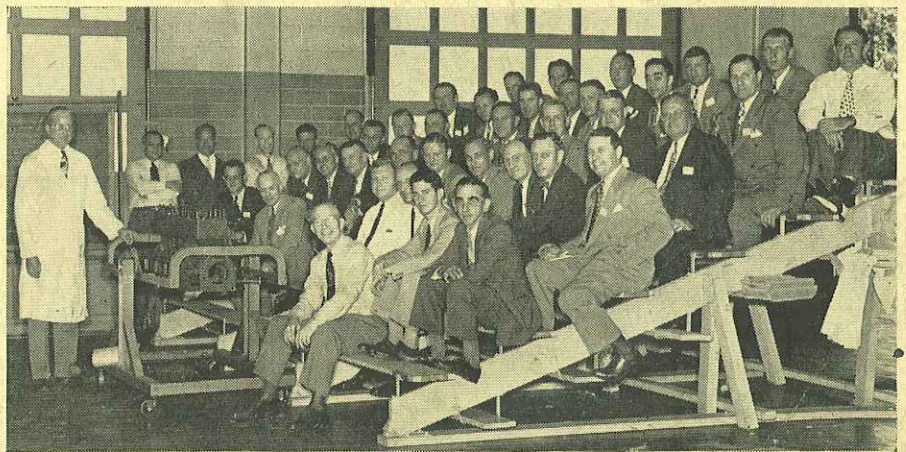
We have an answer to both of these problems and you will find the answer in the new Packard Service Training Program now being announced.

You will be interested in what it is—how it works—and what it will do for you. Here is the program in detail. Please notice its new features. There

are no long lecture sessions—no lectures dealing with the entire car at one time—one subject is covered in detail—explanation of operation—demonstration of service procedures with time allowed for each man to actually do the work—thorough discussion of questions and answers—complete and well illustrated Reference Booklets for future reference and study.

OBJECTIVE

The purpose of this program is twofold—first, the training of new men in Packard methods and, second, the retaining of Packard men in the latest methods of servicing. The object is to provide dealers with the most capable and efficient service personnel in the automobile industry.



Karl Greiner calls students to order at the Packard Perfect Circle Piston Ring School.

SERVICE MANAGER'S PERSONAL COPY

METHOD

The Packard Factory Service Department will train Zone Service men as school instructors on each subject. This instruction will include both information on the unit to be covered as well as methods of conducting the schools. These Zone instructors will conduct schools at dealers' places in their area. In a few cases of nearby dealers one school will serve 2 or 3 dealers.

TYPE OF SCHOOL

The schools will be small groups in which every one takes part. They will be practical and teach the principles of operation involved in each unit followed by actual methods of making repairs and adjustments with the latest precision and time-saving tools. The teaching of service methods will be done by demonstration and by having the students perform each operation under the instructor's supervision.

SCHOOL MATERIAL

School Kits, prepared by the factory and supplied to Zones, will include everything needed to conduct school, charts or films for explaining operation, tools and printed Service Procedures and Packard Servicemen Reference Booklets for distribution to Servicemen attending, for future reference.

NUMBER OF SCHOOLS AND SUBJECTS

Four or five schools per year will be held from September through May. These will cover the new model car, piston rings, carburetors, engine tune, transmission, and overdrive, electromatic clutch, etc.

TIME REQUIRED FOR SCHOOLS

Sufficient time to do a thorough job of training on each unit so that the men attending will have complete knowledge and practice which he can put to immediate use, requires five hours. The men attending will be released from work in time to reach the school by four P.M. Schools will recess for dinner at six and run after dinner until ten or ten-thirty P.M.

SELECTION OF STUDENTS

The men selected will be those specializing in the subject to be covered or those wishing to become specialists. They will be selected by the dealer in cooperation with the instructor who will limit the classes in size so that actual work can be done by each man.

RECORDS AND GRADES

Complete records of attendance and grades obtained on examinations will be maintained by the Dealer, Zone, and Factory. As soon as conditions permit, the Packard Master Service Men's Activity will be revived with suitable awards of recognition for the men completing the training program with proper grades.

PLACE AND TIME

The places of holding the schools, the time and the number of men which can be accommodated will be the responsibility of the Zone Parts and Service Manager. He will arrange with the various dealers for suitable accommodations and dinner. Each dealer will be responsible for the cost of the dinner for his men and will cooperate with the men with regard to transportation where the school is held in one town for several nearby dealers.



Twenty-five Zone Parts and Service Managers and Representatives, together with personnel from Packard and the Perfect Circle Company attended the two-day school.

CORRECT PARTS AND ACCESSORY PRICES

Shortly after car production stopped, lists of parts and accessories were sent out on which extra selling effort was requested. Since most of these items have been sold, the lists should no longer be used. All prices on parts and accessories effective at the present time are those listed in Accessory Price List of November 17, 1941, and Parts Price List Number 35 of March 15, 1945, reprint of December 15, 1944.

DISCONTINUANCE OF CODE LETTERS FOR NUMBERS IN TELEGRAMS

In the past a code substituting letters for figures in telegrams was recommended.

This is now unnecessary and actually causes delay and confusion. Use numbers rather than code letters in all telegrams, such as 77728 instead of SSSKV. There is a charge for one set of figures as one word up to six digits; therefore, no money is saved by using the code. This rule does not apply on Canadian telegrams.

JACK F. HENDERSON, TO N. Y. H. K. FLETCHER TO FACTORY

Jack F. Henderson has been promoted to Retail Service Manager at New York, replacing H. K. Fletcher, recently appointed Midwestern Regional Parts & Service Manager.

This is Jack's tenth year with Packard.

He started as Assistant Foreman of the dealership in Tampa and then was with Packard in Dallas, Cincinnati and Amarillo before joining the Aircraft Division at the factory in 1941. A year ago he moved to New York as Shop Superintendent of the Main Service Station and his good work earned this promotion when the position of Retail Service Manager became open.



BATTERY GROUND CABLES

Battery ground cables are often bought on the open market. A quick comparison would seem to indicate they are "just as good" as the Packard cable. We soon found there is quite a difference. Recently one was sent to us from the field and it was similar to those sold by most supply houses.

It has a brass casting dipped in lead which is fastened to the battery post. Brass is quite corrosive and the lead coating does not provide sufficient protection. These cables corrode at a comparatively early date.

The cable Packard is using has a die cast lead terminal. A certain amount of antimony is added to the lead to provide greater rigidity. Lead is an excellent material from a standpoint of corrosion and the lead terminal has a very satisfactory life.

Lead, of course, is softer than brass and in order to increase its rigidity, a flat steel spring shaped like a horseshoe is incorporated in the casting. A bumper block is also added between the jaws of the casting to limit the degree to which the slotted ends can be pulled together.

If a fitting of this type is tightened excessively, the hole is no longer round and a poor contact is made with the battery post. This is true whether the casting is made of brass or of lead.

It is unnecessary, moreover, to tighten the fitting excessively. The battery post is tapered and the proper way to mount the fitting is to tap it down on the tapered post until it is fairly tight. When this is done, only a moderate tightening is necessary in order to get a good solid connection.

The cable we are supplying costs more but is worth more; it does a better job and its life is much greater. It is being used by competitive car manufacturers in the higher priced brackets. For the reasons given, we urge you to buy only the Packard Battery Ground Cable.

SERVICE SALESMANSHIP

If your job is to "sell" service, parts, and accessories, then you need to know two things. First, know *all* about what you are supposed to sell and second, know *how* to get along with customers.



Knowing about what you have to sell means, where it is kept so you can find it quickly, how is it best shown to a customer, that is, how can you demonstrate its use, and what features will most appeal to the customer. What are its particular values that will interest the particular customer you are talking to.

Knowing how to get along with customers is a matter of realizing that while there are a lot of different kind of people, they fall into a few certain rather definite groups when they become customers. All of them have reasons for buying. Find out what that reason is and show how what you have to sell "fills the bill". The five basic reasons for buying anything are:

1. The desire for increased comfort or convenience.
2. The desire for greater protection or safety.
3. The desire to have things of value.
4. The desire to satisfy pride.
5. The desire to satisfy affection.

Or to say it in fewer words, the customer wants the advantages to be had from the service, parts, or accessories you have to sell. So it's your job to prove to him that the advantages he is after are to be found in what you offer him. When you do that, you sell and he buys.

What we are trying to say is, salesmanship is not a natural gift, something you are born with. It is something that can be learned by study and application. Learn everything that can be learned about things you sell and learn how to please customers.

Some pointers on how to please customers would include an alert and prompt greeting. By your action as well as by your words, let them see and feel that you are glad to serve them. No customer likes indifference—it's one of the leading causes for lost customers. They want you to be alert and ready to wait on them and to show your interest in helping them.

Customers like courtesy. Make them feel that it is a pleasure to wait on them. The customer is your guest. They have been invited to come in by advertising and the offer of service. If they are courteously received and well treated, they will return.

Wait on customers in the order in which they come in. Learn their names but never be "familiar". You will, of course, be honest, first because it's right and second because it pays. Misrepresentation of services or merchandise is a form of dishonesty. It cannot possibly help you. When customers learn they can depend upon you to sell them satisfactory service and give them pleasant attention, they will return. Confidence of customers is the result of good salesmanship.



And last, but not least, be enthusiastic about your work. Enthusiasm makes your work easier. People around you like it and customers do too.