

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL



PROMOTIONAL

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TOMORROW'S SERVICE MARKET

There are two kinds of customers that we should be doing something special about. Those who have very good reason to be fed up with the treatment they have been receiving and those who are just hard to please.

We know that your service department has very few, if any, in the first group. They should be mentioned along with the second group because today it's important that both "good" and "bad" customers must be pleased.

You still have a seller's market but it won't last forever, and every customer who comes in must be pleased. You will soon be faced with a condition where service volume is based on the fair treatment customers receive today.

Service volume in past years was determined by the good-will created by the service department. This will soon be true again.

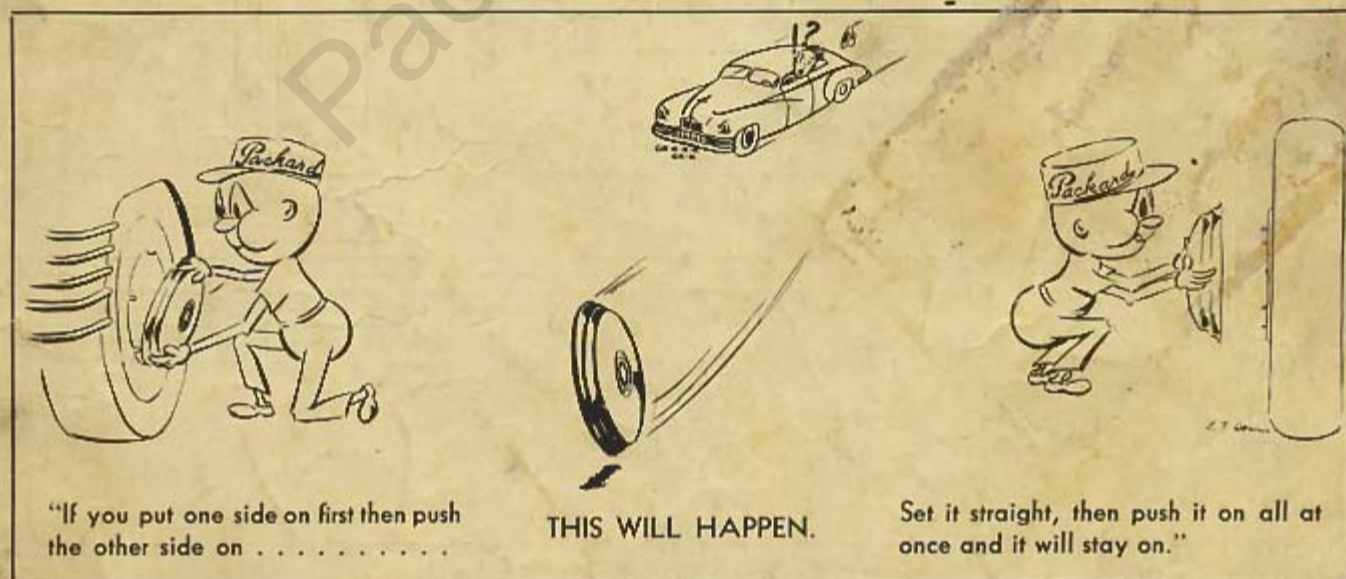
A lot of customers won't be seen again because they received poor treatment or thought they did. To save these customers, we must act fast. We must please every customer.

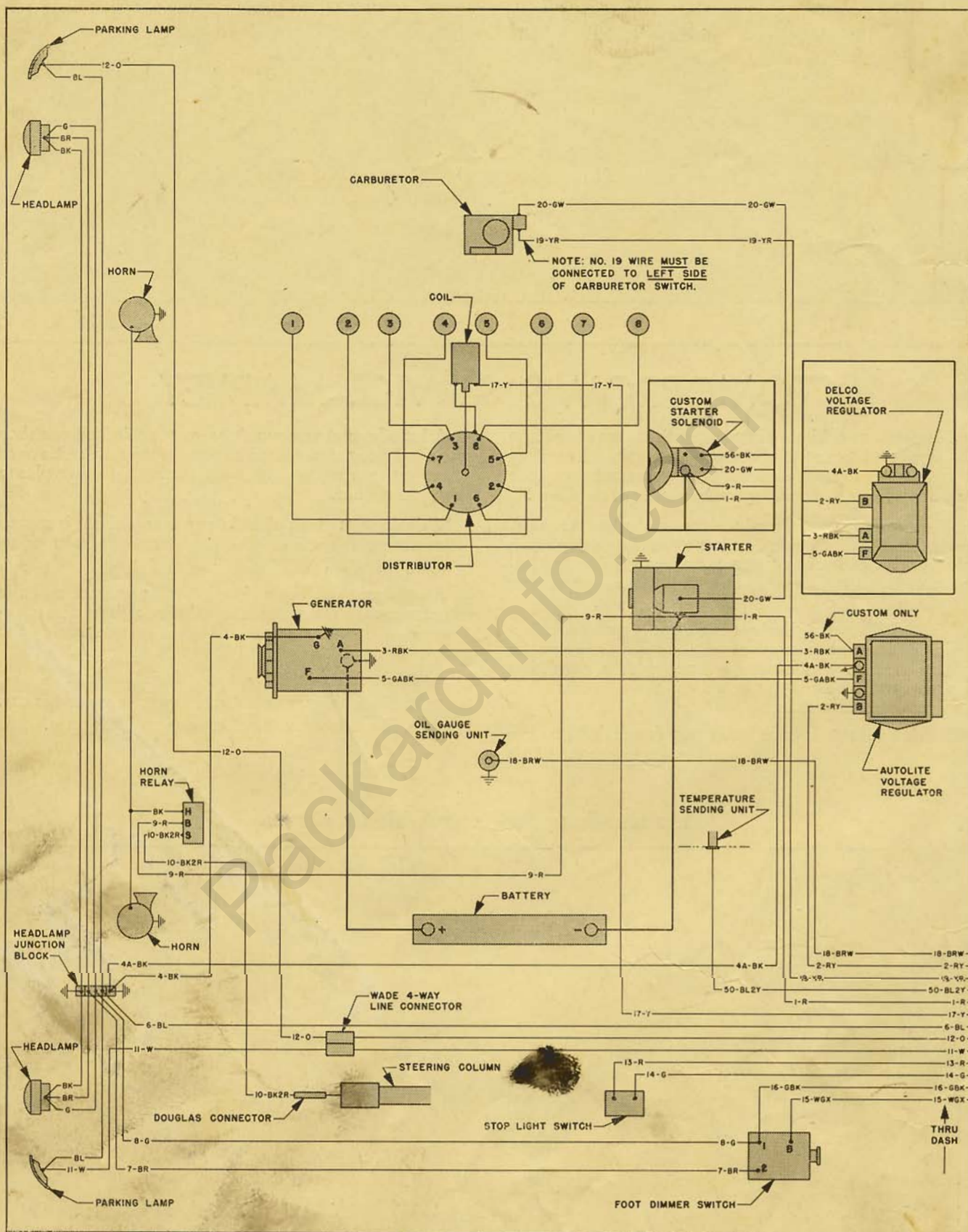
This doesn't mean cleaning up complaints; it means eliminating the cause of complaints. Start now to build good-will!

Assuming the diagnosis of cars is correct and the workmanship thorough, the difference between making good customers and bad ones is a matter of the small things included or left out of each job.

1. Be friendly in your greeting.
2. Be enthusiastic about the customer and his car.
3. Be sincere and polite with the customer.
4. Be thorough.
5. Be on time in delivering cars.

Particular Packard Pete Says





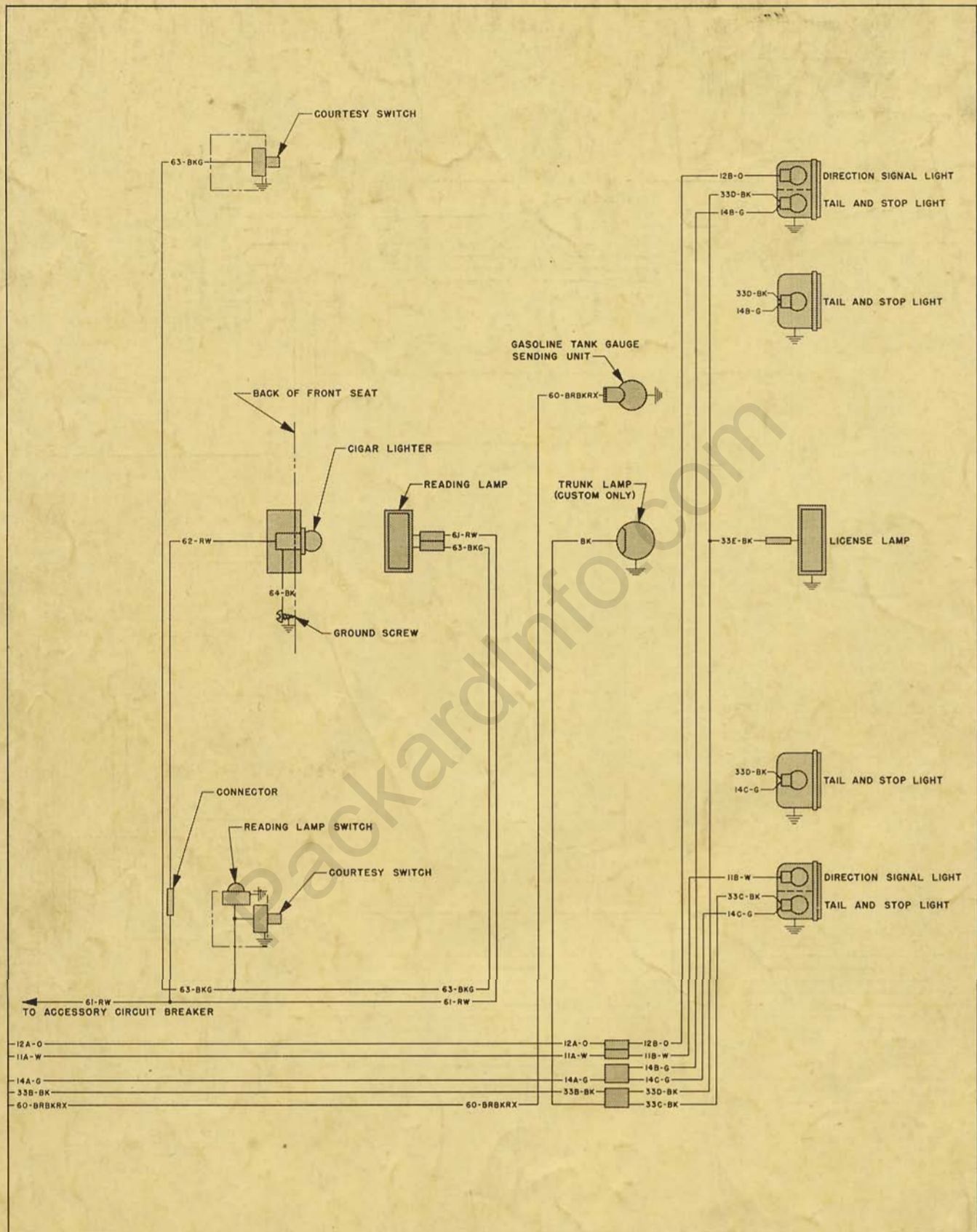
22nd Series Engine Compartment Wiring Diagram

Color Code (Continued on following page):

BK-Black
 BKG-Black, green tracer
 BK2BL-Black, two blue tracers
 BK2R-Black, two red tracers

BL-Blue
 BL2Y-Blue, 2 yellow tracers
 BLY-Blue, yellow tracer
 BR-Brown

BRBKRX-Brown, black tracer
 and red cross (x) tracer
 BRW-Brown, white tracer
 GABK-Gray, black tracer



22nd Series Rear Chassis and Body Wiring Diagram

Color Code:

BK-Black
BKG-Black, green tracer

BRBKRX-Brown, black tracer and
red cross (x) tracer

G-Green
O-Orange

RW-Red, white tracer
W-White