

SERVICE Counselor

PACKARD MOTOR CAR COMPANY



Counselor

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Customer Handling Can Be Measured

Customer confidence is won or lost in either of two places, the shop or the receiving floor. The answer in the shop is good workmanship. The answer on the receiving floor lies in the effort to serve customers promptly, courteously, fairly and with a sympathetic attitude by trained men.

Every customer driving in wants four things:

1. To be waited on promptly and courteously.
2. To find out definitely and accurately what is wrong with his car and have it fixed.
3. To find out exactly what it will cost to fix it.
4. To find out definitely when he can get it.

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| PROMPTNESS | | | | | COURTESY | | | | | | | | | | FAIR TREATMENT | | | | | | | | | | PROMISES KEPT | | | | | | | | | |

Do all your customers get these four things on each visit? To find out, you can ask some of them, but this can turn out to be embarrassing. A better way is to ask yourself some questions. If your honest answer to the following questions is "Yes," it's safe to say your service is satisfactory to your customers. If the answers are not all yes or if you have to qualify some of them, those are the things to be improved so you can give all of your customers the four things they want every time they come into your service department.

Is the attitude of your service sales force right and does it reflect the type of service you wish to render?

Is enough time allowed and taken to properly diagnose trouble?

Are all orders fully priced and are flat rates times used?

Are all owners thanked for their orders?

Is the contact between service sales and shop friendly and cooperative?

Is definite routine set up to assure delivery at promised time?

Are owners called when delivery is delayed?

Is someone responsible for seeing that work is right and car clean and ready for delivery?

Is the bill ready when the owner comes?

Are customary courtesy services given such as checking anti-freeze, tires, battery, windshield and rear windows?

Are service salesmen familiar with tourists policy and correct handling?

Is special effort made to handle tourists quickly?

Inspection and Road Test

Effective service selling begins with a thorough knowledge of the product. You must start with detailed, accurate facts. You must know when the product is right and when it is wrong. You must be so familiar with the product that the smallest non-standard condition is at once noticeable.

As you know, you don't just take orders, you sell service and this requires an analysis of the product as the customer brings it in to you. This requires getting the customer's story and making your own analysis or inspection or road test. No one has yet made too complete an analysis.

An inspection, as the word implies, is made with your eyes or better yet with your "specs." Let's find everything. We know this takes time. You can see a great deal by walking around the car and knowing what to look for.

Appearance items are easy to sell and can be found quickly. Inspect the body for touch-up, paint, polish and vacuum cleaning jobs. Inspect the fenders for bumping and refinishing work. Inspect the tires for repairs, replacements and hub caps sales. Inspect the glass and chrome for repair and replacements. Inspect the engine compartment and under the chassis for repairs on exhaust, electrical, cooling systems and engine tune-up work.

Inspection of the engine will cover these items listed as a reminder. Condition of belt, hose clamps and pumps, distributor points, plugs, engine oil, gaskets, oil lines, gas lines, carburetor and fuel pump. Such inspection leads to all types of repair and replacements.

Inspection of the chassis will, of course, include steering gear and connections, springs, shackles and shocks, bumper brackets, brake adjustments and linings.

The old fashioned road test with the owner is still tops for telling the complete story. It clears up most misunderstandings between the customer and the serviceman. It cannot help but lead to a better understanding of the owner's driving habits and permits an ideal selling opportunity.

Whenever a serviceman performs the inspections listed then the road test becomes a test of the car's operation. He will use every precaution to prevent a car from leaving the shop with any part not operating properly even to windshield wipers, lights, horn, etc.

Aside from road testing for specific conditions as reported by the owner it should also include (1) operation of instruments for normal readings, (2) operation of controls for ease and effectiveness, (3) comfort and quietness.

These may be broken down into detailed inspections as required, but the main point is that more thorough inspection and more road testing with owners generally means more satisfied customers.

Raising Compression Ratio

22nd and 23rd Series

We have received numerous requests for information regarding the alterations necessary to increase the compression ratio of 22nd and 23rd Series Eight, Super Eight, and Custom Eight engines.

These engines all have a standard compression ratio of 7.0 to 1.

The compression ratio of the Custom Eight (356 cu. in.) engine can be increased from 7.0 to 1 to 7.5 to 1 by installing a Super Eight (327 cu. in.) engine cylinder head.

The compression ratio of the Super Eight (327 cu. in.) engine can be raised from 7.0 to 1 to 7.8

to 1 by installing an Eight (288 cu. in.) engine cylinder head.

Cylinder heads to increase the compression ratio of the Eight (288 cu. in.) engine are not available and we have had inquiries as to the advisability of milling down the head to raise the compression.

Removing $\frac{1}{8}$ -inch from the bottom face of the head will increase the compression ratio from 7.0 to 1 to approximately 7.5 to 1; however, this practice is not recommended. When the head is shaved down, certain breathing and fuel distribution characteristics within the combustion chambers are destroyed to the extent that the com-

pression increase is offset and very little, if any, improvement in performance can be expected.

When a cylinder head is changed to raise the compression on Super Eight and Custom Eight engines, no other alterations are required; however, only premium fuels such as "Ethyl" gasoline should be used.

Raising the compression and burning premium fuel usually results in a slight decrease in fuel consumption and slightly improved performance. Exceptional increases in general performance should not be expected and owners desiring to make the change should be so advised.

Phone Tact & Courtesy "makes friends"

Editor's Note: From a series on telephone courtesy from *Reader's Digest* as published by the Bell Telephone Co.:

"It has been said that an interested voice is like offering a warm handshake over the 'phone. A common voice failure is lack of color, interest or cordiality.

A department store had its 'phone-order service analyzed. Some of the findings: Operators sounded bored, expressed no regret if an item was sold out. Some 700 persons in the store now have received telephone training, and 'hold on' has been replaced by 'do you mind waiting while I check that for you?'

On the 'phone, arbitrary expressions give an unfavorable impression: 'You have to,' 'You must,' 'It's necessary,' 'It's required,' 'Will you ask Mr. Smith to call Mr. Jones, please?' doesn't sound at all like the peremptory, 'Tell Mr. Smith to call Mr. Jones, please.'

Add Four Words

In offices, when the identity of the caller must be established, telephone training suggests some such phrase as 'May I tell him who's calling, please?' The four extra words, 'may I tell him,' get away from the implication only preferred callers get to the boss.

Many executives answer their own 'phones to build friendliness toward their companies.

The head of one firm says, 'There are not many inconsequential calls, and the few that are can be easily terminated. The man who will talk with anyone without first having a blueprint builds friendliness for his own company.'

Operators Courteous

The Bell System's 250,000 operators probably constitute the most courteous large working force in the nation. Operators are polite because they have orders to be polite. Their courtesy is a reflection of the manners pervading the entire system. An operator in training encounters politeness all around her.

About 160 million daily telephone conversations are held. Says the article: 'How much pleasanter life would be if they were all conducted with the smiling voice of the Bell System operator.'

Cleaning Lifting Bar Holes

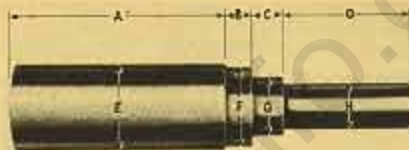
Ultramatic Drive

The two $\frac{3}{8}$ "-16 holes used for attaching a lifting bar when an Ultramatic Drive unit is supported from the top always should be cleaned out before attaching the bar or sling.

We have heard of two or three instances where the casting was broken because the lifting bar screws were threaded into holes plugged with road dirt.

Ultramatic Drive Tool

The arbor type tool illustrated was made up by John H. Moore, Jr., Service Representative in the Dallas Zone. He has found this tool helpful in lining up various detail parts when assembling Ultramatic Drive units. The sample submitted was



made from steel round stock turned down to the dimensions shown.

| | |
|---------|---------|
| A—5.375 | E—2.125 |
| B—.625 | F—1.957 |
| C—.75 | G—1.452 |
| D—3.125 | H—1.124 |

Selling Blue Coral

The Chicago Zone Retail Service, operating under the able supervision of "Rudy" Rosain, has for many years done an outstanding job of selling Packard Blue Coral treatment.



They have found these to be an all year around and not just a seasonal job. With proper display and constant selling effort the profits can be made right through the year—again, it pays to advertise.

Battery Care

Investigation has revealed that in some instances, batteries are left in new cars in display rooms without any precautions taken to keep them charged nor are they charged when the vehicles are delivered to customers. This has resulted in early battery failures.

If necessary precautions are not taken, the batteries will be ruined in a very short time. It is important to remember that batteries are PERISHABLE and must have periodic attention. A battery is not a mechanical part—it is electrochemical, and is working ALL the time, regardless of whether the vehicle is standing idle, or is in use. The elements in it are undergoing constant change. They suffer from thirst, starvation, overwork and overfeeding, even as a person does under similar circumstances.

Lack of attention causes plates to become hard and sulphated. In hot weather, a sulphated battery subjected to high generator charging rates may be ruined from overcharging. In cold weather, a discharged battery will freeze quickly, frequently damaging the battery beyond repair.

1. Be sure you are using an accurate Battery Hydrometer, and a good Battery Charger.
2. Check the gravity of EVERY battery when a new car is received. Recharge the battery at once if the reading is at or below 1.250 specific gravity.
3. Re-check batteries in ALL new vehicles every 30 days in cool weather. Every 2 weeks in warm weather.
4. Always check the battery in a new vehicle before delivery to a customer. A MINIMUM gravity reading of at least 1.260 per cell is necessary.
5. Make certain the charging rate (voltage regulator setting) is proper for your customer's driving habits.
6. Check frequently to make sure these instructions are being followed.

Following the 6 points suggested above will eliminate many difficulties for your customer, yourself, the car manufacturer and the battery manufacturer. It will build customer confidence in your Service Department and result in more sales.