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INSPECTION

Inspections are to the Service Department what contacts are to the Sales Department. In each case the more you make the higher your sales will be. There is a very definite connection between the number of contacts a salesman makes and the number of sales he closes. There is just as definite a relationship between the number of inspections a Service Salesman makes and the number of dollars there are in the service cash register.

The greatest difference between service organizations is first noticed in their attitude toward inspection when the car comes into the service station. You would be greatly surprised to visit a number of what might be classed as the better service stations and notice how many Service Salesmen appear uninterested in the car's condition and simply listen to what the owner says he wants taken care of. Dozens of motor tune-up jobs are written up by Service Salesmen who don't even make a move to lift the hood. Axles are changed because the owner drives in and says they are noisy. We have had instances where transmissions have been changed on nothing but the report of the owner. The car wasn't even driven out of the service station to verify the owner's report.

We are fully aware of the fact that there are some owners who do not care to have faulty conditions pointed out to them. It is also true that no owner likes obvious attempts to

load him down with a lot of unnecessary work. On the other hand every owner wants and expects an interested and careful inspection which will cover the needs for the economical and safe operation of his car.

What builds confidence in a service station and in a particular Service Salesman? The answer lies in the fact that owners seldom come back to the man who shows little interest in them or their problem. Owners return regularly to the man who shows his desire to help them get satisfactory results from their car. There are three rules covering inspections. First, avoid hasty conclusions. Second, impress the owner with your thoroughness and your interest. Third, get the owner to take part in the inspection.

Too many Service Salesmen give the impression that to take any time with inspection indicates lack of experience on their part. As a matter of fact, hasty inspections almost always lead to either a bad guess or an incomplete one, either of which results in owner dissatisfaction. Building owner confidence is not a matter of quick inspection. It is entirely a matter of thorough inspection. Saving time on inspection is probably the easiest way to lose a customer. Never assume that an owner is impressed by the speed with which you analyze his trouble. The faster you are, the greater will be his doubt as to your accuracy. Even if you do know what is wrong

before his car comes to a full stop, don't blurt it out. Build up his confidence by a careful examination and an explanation. Always make your inspection long enough to be convincing.

Never make an inspection in silence. Always explain each step that you are taking. Tell the owner what you are testing and why. He will then be in a position to appreciate the soundness of your recommendation. You probably don't need the owner's assistance in your inspection, but you do need his understanding if you are going to sell him the necessary work. If you can possibly do so get the owner to walk around the car with you. If your inspection is on the motor get him out of the seat and let him watch you make the inspection.

When you take your watch to a jeweler because it won't run, you don't want him to pick it up and take a quick look at it and say, "Yes, it needs a new main spring and seventeen new jewels, that would cost you fifty-seven dollars." You want him to carefully open the back, get out his magnifying glass and make a real inspection. The chances are he will do it right in front of you and point out to you just what's wrong. If you can see a broken main spring and a lot of dirt it's easy for him to sell you on the necessity of buying the new part and having the watch cleaned. This same thing holds true with your work.

If you have developed into one of these high-strung Mexican jumping bean type of trouble shooters that can hop from one car to another and with one ear and one eye tell just what's wrong, it's time you started off on a new slant. The first thing the owner wants is an accurate diagnosis. He isn't a bit interested in your showing your remarkable skill of quick guessing.

Let's avoid hasty examinations in favor of the increased confidence which thorough inspection makes possible.

DOES IT PAY?

"Chief reason for buying present Packard was the excellent service of Shortt Motors, Inc., your representatives on Staten Island. The men there, officers and mechanics are first class and most courteous—especially to lady owners. They do splendid work and no one else ever services our Packard cars."

—H. A. McK.

We regret exceedingly to report the death of Frank E. Randall, for many years general service manager of the Earle C. Anthony organization. Mr. Randall was well known to many Packard service men who will join us in extending our sympathy to those nearest him.

MILWAUKEE ACCESSORY DISPLAY

"Rudy" Rosain, General Accessory and Parts Manager, of Chicago, finds time during a busy season to pass along a good idea.



When it was decided to move their cashier from the Service Office to the Sales Department, the Milwaukee Branch of Packard-Chicago found it necessary to put a cashier's window in a wall of the Service Department.

Clarence Long, their able Service Manager, quickly transformed a dark, dismal corner of the Service Department to a splendid accessory display that has really proved inviting to Packard Owners when they go to pay their bills.

SUGGESTIONS FROM CHICAGO FRONT WHEEL BEARING LUBRICATION— 120 and 120-B

CAUTION: When lubricating front wheel bearings, do not pack the wheel hub with grease. A small amount of the correct lubricant pressed into and applied to the bearing is sufficient. Do not use cup grease, use factory approved front wheel bearing lubricant. Grabbing brakes caused by grease getting on the lining is usually the result of improper lubrication.

HORN BUTTON RATTLE—120 and 120-B

The horn button is held in place by four metal lugs pressed in the retainer. If the lugs are adjusted to unequal height, they will allow the horn button to tilt and rattle. With a light touch rock the button slightly and determine which lugs are low, then remove the button and raise the low lugs slightly so that the button will not rock when in place.

PERSONAL MENTION

We received word a short time ago of the promotion of Leroy Vinings as Service Manager at Packard Youngstown. We are especially pleased at this announcement as we are always glad to learn of cases where the service manager's job is filled by a man who has come up through the organization. Mr. Vinings started with the Youngstown organization in 1922 as a mechanic and also successfully handled the job of service selling. He was later appointed Parts and Accessory Manager, and now takes over the responsibility for the entire service department. Congratulations and best wishes!

CARBURETOR GASKET EQUIPMENTS—120

Complete sets of gaskets for the 120 carburetors are now available from the service stores division. Each set includes all the eight gaskets used in the 120 carburetor assembly. Order as follows:

	Suggested List Price
A-303822 Motor Carburetor Gasket Equipment (120-120-B)22

May we suggest that you add this information to your list of gasket sets.

A COURTESY CAR



Mr. Barnett, service manager in Dallas, sent us a picture of their new courtesy car. This is one of the cars built up from the display show chassis and certainly presents a very neat appearance and forms a very valuable addition to a distributor's equipment, especially where location makes necessary some sort of convenient method of taking care of customers who want to leave their cars and get downtown to the office.

The lettering on the front doors gives the firm name, the Packard crest and the wording, Courtesy Car. If a billboard standing still does a good job, undoubtedly this traveling advertisement is much more than just a convenience to customers.

TRANSMISSION OIL—120

When the oil in the transmission becomes hot it will sometimes be found that the gears will not engage as readily as when the oil is cold. The condition is usually called "tooth butting."

If it is considered objectionable it can be improved by the use of a heavier transmission oil. Our information Book recommends SAE-160 for summer use, but during warm weather the next heavier grade, SAE-250, will be satisfactory.

SAE-250 is too heavy for cold weather but it can then be changed or thinned with kerosene to bring it to the viscosity of a winter lubricant.

REAR SPRING SHACKLES—120

We have had reports on rear spring shackles falling off on the road.

This is not caused by improper design or construction, but merely improper assembly. Whenever a rear spring shackle is assembled the screw bolts should be screwed in and properly centered. Then the side plates should be put on to the tapered ends of the bolts and driven tight onto the taper with a hammer. Then insert the center bolt with spacer between side plates and tighten, making sure that the spacer is the proper length.

If this procedure is followed the shackles will not loosen up and fall off on the road.

ASK THE MAN—

SAVANNAH

"I am well pleased with my car and am very much pleased with the service I get from the dealer, Mr. T. A. Bryson."

—W. R. L.

ORLANDO

"I recently purchased a new Packard through your Miami Agency, The Packard Miami Motors, Inc., and immediately started on a trip. I arrived in Orlando, Florida, in the evening about 8 o'clock, and the transmission seemed to be very hot and there was quite a grinding noise. I called the Orlando Distributer, Mr. Claude C. Daley, Jr., who was at home, and he immediately came down town to where I had parked. Mr. Daley then scoured the town looking for his head foreman, and being unable to locate him, drove a number of miles out in the country and secured one of his mechanics who stated that he did not know what he could do that night on the car. As I wished to continue my journey if he believed it advisable, Mr. Daley offered to dismantle a new car and replace my transmission and also offered to allow me exactly what I had paid in trade for another car. However, on the advice of the mechanic, I continued my journey.

If your Company awards any gold medals for service, I certainly believe that Mr. Daley is entitled to it. I have owned a number of different automobiles and do considerable traveling. I have had to get road service on occasions, but I have never found a distributor quite as willing as Mr. Daley to be of help. If the balance of your distributors throughout the country show the same consideration to Packard owners, I am sure Packard owners are a well satisfied group."

—C. S.

THE MODERN SERVICE STATION IS CLEAN AND ATTRACTIVE

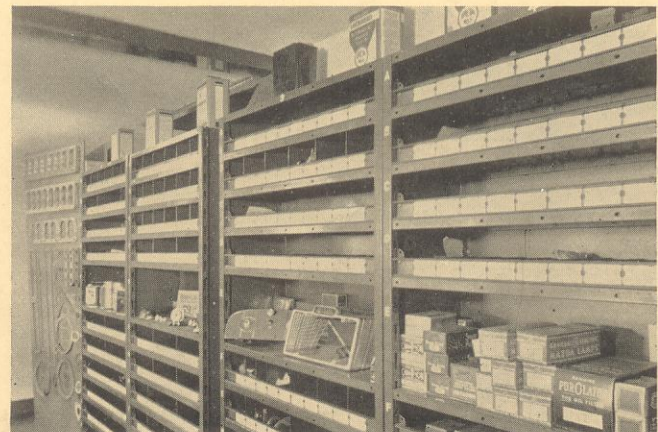


These views were supplied by E. J. Sturgeon, service manager, at San Francisco. They indicate the result obtained by Meyer Bros., their Stockton dealer in rebuilding their service facilities into what the California organization classes as an "A" establishment. The California organization is making quite a drive on a general clean up and rearrangement campaign and with a great deal of success.

As we suggested in the last issue of the Service Letter, this back page has not been allotted to the California organization. It is, however, intended for the use of those up and coming organizations where improvements in equipment and appearance is worth photographing and passing on for observation and for study and use of other organizations in improving their own service facilities.

While you are giving attention to the general service

layout, don't forget the importance of a convenient and attractive accessory display, and there is also work to be done in converting your old style stock room into a modern parts store.



SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER.
