



VOL. 11 No. 15

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## SELLING REPAIRS

Selling repairs in the right quantity at the right time is always a problem. Certain seasons of the year bring about more service work than many dealers can handle, and with other times of the year there isn't enough work to keep the shop going. The big job seems to be to get as much work as possible and spread it out as much as possible.

At no time, however, is it practical to simply sit by and wait for the business to come into the shop. Such a policy is never followed in the new car and used car departments and should never be followed in connection with the service department. Repair work should never be considered as "demand work" or something that the customer himself will ask for in due time.

It is generally conceded that car service can be sold. There may not be any guaranteed method which will apply in all parts of the country or at all seasons of the year. There are, however, certain things that must be done continuously to assure profitable volume.

In the first place service advertising is necessary. This may take the form of letters, folders or post cards. As a follow-up on this, and in addition to it, you have the telephone solicitation and then you have the personal selling, both inside and outside of the shop. It is best to use some of all three. You may have to do some experimenting on the type of mailing piece that will be most suitable for your particular vicinity.

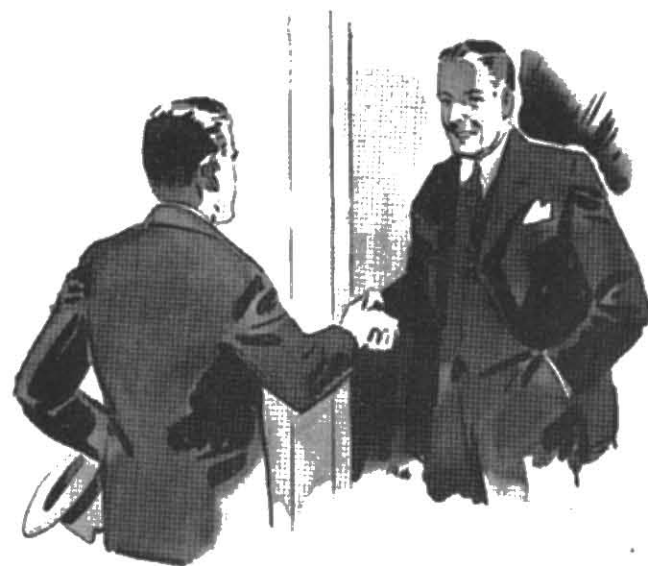
For 1937 the factory's series of service mailing pieces consisted of folders which proved very satisfactory and brought in a great deal of added business. For 1938 a series of post cards will be recommended and made available. No mail campaign, however, stops when the postman starts work. It



should be followed up by telephone and by personal contact.

A real effort on the service floor to sell related items, appearance items and safety items will not antagonize the customer. This is not a bad time of year to start your efforts. You probably know of many customers who

are planning long tours. They should be called on the phone and urged to come in for an inspection to make sure that their cars will perform satisfactorily. They will be willing and even anxious to have the neces-



sary work performed if you call the need to their attention.

How many customers on your list of older cars should have a ring job? How many should have a brake job? Do you look at all the cars to catch any fender straightening and touch-up work? Use your owner follow-up system to give you this information. If a man comes in today and doesn't have time to have the fenders straightened out, make a note of it on your owner record and give him a call in a few days. If another man comes in for a motor tune-up and you have told him that the rings need attention, put him down for a call in thirty days. The same procedure should be followed on brake work. Have all the service salesmen get in the habit of looking at windshield wiper blades, checking light bulbs, checking floor mats and similar items. You will be surprised at the volume of work that can be obtained through these quick "appearance" inspections.

Use the safety appeal and create the impression with your owners that you are very much interested in the safe operation of their cars. Go after more car repair business in these ways and it will come.

## PEBBLE DEFLECTORS

Six—120-B, C



The Service Parts Department has available a number of sets of pebble deflectors. They are designed for easy installation on the rear bumper. They are supplied in prime under Piece No. O-326790 for the Six—all body types, and Piece No. 326789 for the 120-B, 120-C—all body types. A suggested list price is \$5.00.

## SERVICE NEWSPAPER ADVERTISING

Mr. Long, General Service Manager in Milwaukee, is trying out a newspaper ad on service work. We are reproducing a copy which he sent us. We have asked him to keep track of results that this type of advertising seems to produce. If anyone else is doing newspaper advertising on service work and has any specific results, will you please let us hear from you?



# PACKARD

*Safe Driving Service*

**BRAKE  
ADJUSTING &  
RELINING**

**PACKARD . . .  
DUAL ROAD &  
FOG LIGHTS**

*Free Trial*

- Packard Radiator Grill Protectors, Special, \$2.50 Installed.
- Packard Visor Glare Shield, Special at \$1 Installed.

**MOTO TEST**  
Complete Tune-up  
Economy Check

**Packard  
Complete  
Lubrication 95<sup>c</sup>**  
*Any Low Price Car Included*

*You Are WELCOME—Come in Any Time  
Ask Questions About Your Car!*

**Packard Milwaukee Co.**

3501 W. WISCONSIN AVE.  
5 Authorized Dealers in Milwaukee

## WIPING OFF SPARK PLUGS

During the normal operation of any car the outer surface of the spark plug porcelains will collect a deposit of oil and dust.

Ordinarily this condition will cause no trouble,

It is good policy to keep the porcelains clean. A clean porcelain will not collect moisture as readily and will not be as likely to short circuit.

This is a sketch made up from an idea submitted by Mr. H. Y. Beatty, Leland Cerruti, Incorporated, San Jose, California and sent in by their Service Manager W. Bruden.

Technical drawing of a mechanical assembly, likely a component for a machine. The drawing includes two views: a side view on the left and a top view on the right.

**Side View (Left):**

- Overall height: 21
- Overall width: 9
- Top section height: 1
- Top section width: 1 1/2
- Bottom section height: 7
- Bottom section width: 9
- Label: "15 METAL STRIP WITH 12 HOLES OF VARYING SIZES"

**Top View (Right):**

- Overall width: 20
- Overall height: 1 1/2
- Top section width: 7 1/2
- Top section height: 5 3/8
- Bottom section height: 1 1/2
- Bottom section width: 20
- Label: "15 STRIP"
- Label: "OPENINGS"

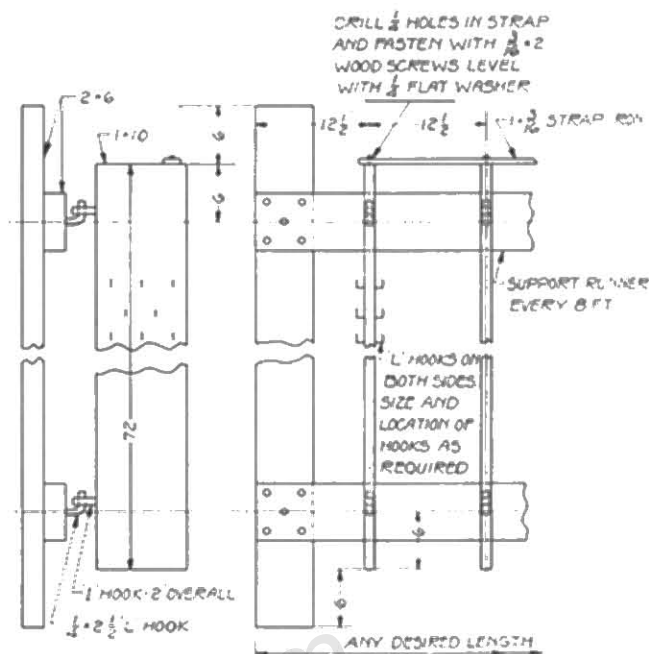
USE HARD WOOD

## GASKET BOARD

Bill Wilson, Service Representative, found a novel gasket board in his territory, made up by W. H. McLeod, Parts Manager, and his assistant E. V. LaBrecque of Jacksonville, Florida. It doubles up on the available space since you use both the front and the back side of the entire board for attaching gaskets.

"Mac" says: "There is one point with reference to the sketch that I wish to refer to and that is the strap iron that runs across the top of each of these boards. This strap iron can also be used on the bottom of these boards as it is designed and while we do not have them on ours, there might be places they would have to use same. The number of items that can be carried on these boards varies according to the size.

the "L" hooks in the 2 x 6 that runs from your upright pieces have to be closer together to take care of the narrow board. In other words, your hooks in



your 2 x 6 must be  $\frac{3}{4}$ " farther apart than the width of the board you use."

The sketch will allow you to try out the idea.

## PARTS FOR LUBRICATION DISPLAY

The manufacturer of our Lubrication Backgrounds has had several inquiries for these Packard Backgrounds without illumination behind the copy.

This may be due to the fact that many of the departments are illuminated by other means, or the question may have arisen from the desire to economize, both in the purchase, and the operation of the display. Therefore, when desired, the Packard Background can be had without illumination behind the copy, except that the copy and border will be applied directly to the center main panel, eliminating the offset made by the trough, as well as the electrical equipment at the following price:

Packard Main Panel.....	\$59.00
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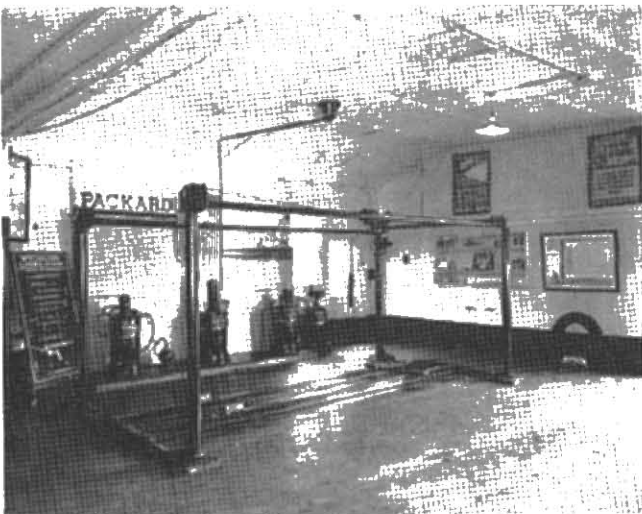
This offers a reduction in the price of the main panel of \$13.00.

In other cases, due to shipping costs, some dealers have requested price on Packard emblems and copy separately, where they have already built in their own background, but desire the shadow box, trademark, name, etc., in which case, the following prices are quoted by the manufacturer:

Packard Emblem only.....	\$20.00
Dealer's Name.....	3.00
Packard Lubrication.....	3.00

## WHAT THE OTHER BOYS ARE DOING

### WINDSOR, CONN.



Frank Denton, of the New York Promotion Office, says: "Recently the Windsor Garage, Inc., of Windsor, Connecticut, installed not only a new lubrication set-up but also a very effective accessory display immediately adjacent to their Parts and Accessory Department. While this is a rather small operation they enjoy a most enviable service reputation in this vicinity and thereby are able to hold their owners continuously.



They are ahead of their year's quota, with a price class of 100% on Senior Cars and 18.5% on Junior Cars. They averaged from September through June \$83.88 of accessories per new car, and as a result enjoy a profit to which a well-rounded Packard operation is entitled."

### BEVERLY HILLS, CALIFORNIA

A recent issue of the Service Letter carried a story about a dealer in California who had an exceptionally fine service layout. Due to the fact that two sets of pictures came in at the same time, the

Wilshire Motors, Inc., of Los Angeles, received credit for all of the pictures, whereas those shown below should have been credited to Thompson Motor Company, Ltd., of Beverly Hills.



First is the service personnel with a background of very modern equipment set up in most attractive surroundings. Next is their combined accessory showroom and waiting room—without doubt the



most attractive picture that we have received. At the bottom, a general view of the service department, with the lubrication department in the far corner. The space unbroken by columns and excep-



tionally well lighted presents a most favorable appearance and is a most welcome addition to our collection of Packard service station pictures.