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## HANDLING PACKARD CUSTOMERS

The service manager, his assistants, the service salesmen, cashier, doorman and others whose duties bring them in contact with customers personally or by phone, are responsible for customer confidence. Through these contacts customers' confidence is won or lost. Every effort to serve customers promptly, courteously and with a sympathetic attitude, will help gain and hold confidence. Satisfied customers are those who have confidence in you and your organization.

Prompt attention is the first essential of confidence. Our first duty on the service receiving floor is therefore a prompt greeting, this to be followed by waiting on him as soon as possible.

**Are your customers greeted promptly as they enter the service station?**

**Is your attitude one that makes the customer glad he came in?**

The next step is taking the order. If the customer knows what he wants the job is easy, for all he wants to know is what it will cost and when the work will be done. If he wants your advice on what will fix his trouble, then your job is diagnosis. If this calls for a ride with the customer, get him to describe the symptoms and the details of the trouble, such as where he has it—at starting, at average or high speed, on smooth or rough roads, etc. Be a good listener, then find the trouble and make

your recommendations. If special equipment is required, such as a motor analyzer, brake or steering testers, have him watch your check.

**Do you listen interestedly to customers?**

**Is your test complete?**

**Do you quote complete standard prices?**

**Are your orders written plainly?**

**Do you get the customer to sign the order?**

**Do you thank all customers for their orders?**

Your customers will always want to know at what time their car will be ready for them—missed appointments don't breed goodwill. If you are not sure of getting the car at five o'clock tell him so and ask if you can have it longer or if he prefers to take it without all the work finished and let you have it in the morning.

Keep in touch with the shop and don't make promises you can't keep. Confidence is lost by broken promises. Be sure to call him if the shop finds it can't get the work done. Phone soon enough so that he can make arrangements to do without the car—this is important.

**Are your cars tested before delivery?**

**Do you make sure there are no grease or shop marks on the cars you deliver?**

**Are invoices ready when your customers call for their cars?**

*Packard produces fine cars and Packard Service keeps them at their best*