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## THE HOW OF MORE VOLUME

There are two steps to increasing service volume; the first is more customers, the second is more business per customer. The answer is—the maximum number of customers buying the maximum amount of service consistent with proper care and operation.

On the subject of increasing the number of customers we have the matter of maintaining, daily, the service follow-up file. This is a file that cannot be neglected any more than the salesman's prospect file, because it is a prospect file for the service department. The trouble with most records of this type is that they are simply *kept up-to-date* but not *used*. This is probably due to the fact that we have taken the easiest course and made general mailings of a seasonal nature rather than make an attempt to follow up for individual services and try to sell individual owners what they will willingly buy.

For more volume per customer the new post card campaign will materially assist you. You can train the girl or the service salesman who handles the follow-up file to use it in this way. The entry on the record should be made from one copy of the customer repair order. On this order the mileage of the car is shown. All orders entered today which showed from ten to twenty thousand miles should be followed up for either a motor tune (Card No. 5) or brake work (No. 7). All cars with from twenty to thirty thousand miles on them should be followed up for front wheel bearings and wheel alignment work (No. 8), a general tightening No. (3) or servicing the shock absorbers (No. 9).

In the spring all cars can be followed for a transmission oil change (No. 10) and a cooling system flushing job (No. 1). In the fall use the cards on preparing the cooling system (No. 11) and on protecting the rear axle (No. 4). During a dull month just before vacation or very early in the fall, a

general drive can be made for a safety inspection (No. 12), and all customers might be campaigned for protecting the finish on their cars (No. 6). This can be done by going over the entire list and sending out a portion each day or at least each week.

At regular intervals, provided the car has not been in for lubrication work, you have the air cleaner reminder (No. 12) and card No. 13 is a lubrication reminder. These are good whether or not owners are on the lubrication coupon book service.

All service salesmen should make notations on the copy of the order which the follow-up clerk receives. Usually this is the tissue paper copy of the order and these notes are written on the back of it. If a separate form is desired, Reynolds and Reynolds form No. C P S 702 additional work memo may be used. If a service salesman attempts to sell a customer a wash and polish job, but the customer doesn't have time to have the work done, he should make a notation on the back of the order so that she will send out the follow-up post card as a reminder. This should be sent out not later than five days after the order is issued.

Again, if the customer is in for brake work and should have some work done on the motor but doesn't have the time or does not want to spend the money just now, such a note should be made on the back of the order and this followed with a card. Insist upon additional work notations on the backs of these copies and you will be surprised at the additional work that can be obtained by the follow-up process, provided the cards are mailed out not later than five days after the car has been delivered. Sooner than that they are not effective, and much later than five days, they are not effective.

In addition to this the service manager and the shop foreman should work together and determine



what equipment is idle or what type of work you are short of in the shop. For instance, if your paint shop could handle more work, make a drive with a card dealing with this subject. If your steering machine can handle more work go out after this particular class of work with the card designed for it. If the shop in general is slack make a consistent drive with the motor tune up, brake, safety or general tightening card.

One thing to make sure of is that whenever a card is mailed to a customer the number on the card is shown on the follow-up record. Then when you make a general mailing you won't duplicate with that customer. If this plan is intelligently and persistently followed it will produce some very satisfactory results. The cost is very low and it will pay you to put some real effort on this activity.

Another suggestion is that the service manager or occasionally the general manager, take the service orders written by an individual service salesman for the day and go up to the shop with the service salesman, walk around each car and determine what additional items might have been sold the customer. You will hardly ever find a car on which you can't list at least one additional item. Talk to the mechanic who is working on the car and see if he has found anything that might be sold the customer. Often they run into items while they are working that should receive attention. Get everybody into the habit of looking for additional work. It keeps them busy and assures them steady employment if they will all help it will produce a lot of additional income.

This method works out best by having someone call the customer. The emphasis on the telephone conversation, however, wants to be in the way of an additional service that is rendered the customer rather than a direct attempt to sell. You will recall going into a drug store or possibly a United Cigar store and as your one purchase is handed you the clerk invariably says, "How's your supply of razor blades?" or "Is the shaving cream holding out all right?" As a reminder, you don't object to this approach, but if he went at you with a direct selling appeal on several items at one time you probably would object to it. This must be avoided.

If a Mr. Jones had his car in for a brake adjustment and your inspection of it locates a dinged fender and a missing headlight bulb, the conversation with Mr. Jones should be, "Mr. Jones, this is Mr. Smith of the Packard Uptown service. This morning when you were in we didn't have as much time with you as we should like to have had, and since you left I have looked over your car with our mechanic and we find the left rear fender has been scraped. Since the work on the fender is handled by a different man from the one working on the brakes we can also have this taken care of by three

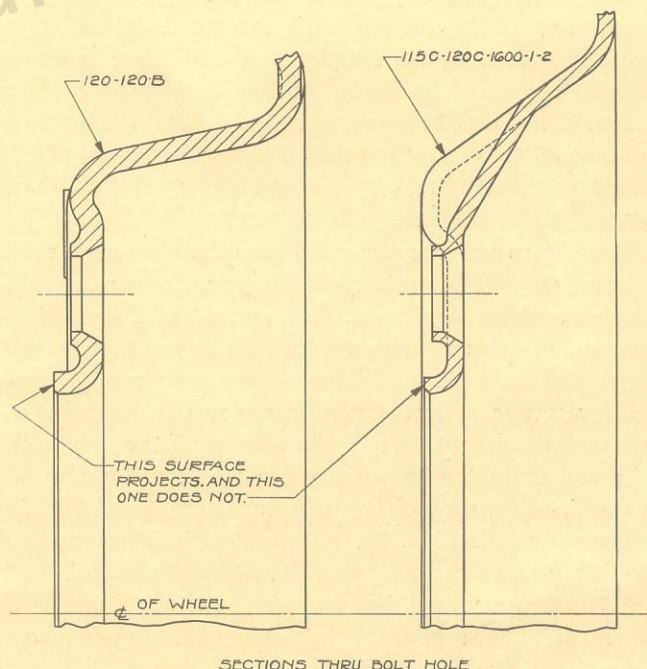
o'clock and it will cost only three dollars. We would also like to call your attention to the fact that one of the light bulbs is burned out. Wouldn't you like to have us replace the bulb as a matter of safety? This amounts to only seventy-five cents. We thought you would like to know that we can take care of these items in the same time and possibly save you another trip in," or words to this effect, emphasizing the fact that you are trying to do him a service by combining work which might otherwise keep his car out of service for a second trip into the service station.

You have to watch the conversation on this type of follow-up to make sure that you don't aggravate the customer. Don't try to get across too many items. Several small, inexpensive items can be mentioned but only one that runs into any large amount of money and always with the suggestion that you are trying to make his car safer or that you are preventing an additional visit.

## WHEELS

There is a difference in design between the 120, 120-B wheels and the 115-C, 120-G, 1600-1-2 wheels. Do not attempt to interchange—

The 120, and 120-B, wheels have the high projection as shown in the left hand figure. The construction of the wheel center 115-C, 120-C and Model 1600-1-2, is illustrated in the right hand sketch.



If a 120, 120-B wheel is installed on a 115-C, 120-C, 1600-1-2 hub, the high projection on the inside wheel center strikes the plate about 5/64 inch before the outside support. There is no recess for this projection to drop into as on the 120, 120-B hub.

If a 120-C, 115-C or 1600-1-2 wheel is installed on



If you make up a display keep it clean, price the items on the display and call attention to it. Attractive displays always sell.



## SELLING RADIOS—

Here it is—the latest circular on the Packard car radios. A handy, six-page folder printed in three striking colors and illustrating the Custom and Single Unit radios, together with the Guest Speaker.

Put these folders to work for you. Stamp your name on them and mail them to your customers. Hand them out in the service station. Order a supply from your Distributer. They are FREE.



*The* **PACKARD**  
**RADIOS**  
*for 1938*

The attractive new dash control with its ivory-colored knobs and indirectly lighted dial makes station selection, volume and tone control easy and pleasant for both the driver and passenger.

*The* **PACKARD CUSTOM RADIO**

In the new Packard Custom Radio or its lower priced companion, you will find new marvels in motor car radio reception. Easier station selectivity, finer tonal quality and more perfect reproduction of music will increase the pleasure you will derive from the use of your radio-equipped Packard car.



**PACKARD GUEST SPEAKER**



The new auxiliary guest speaker mounts in the back of the front seat and insures perfect radio reception for rear seat passengers, without the need of increasing the volume of the front compartment speaker.



The Packard Single Unit Radio provides eight-tube radio performance and has a six-inch speaker. Dash controls provide station selector, local and long distance switch, as well as volume control. A two-stage tone selector is on the right side of the chassis case.

**SPECIAL NOTE:** You can order a Packard Custom or Single Unit radio installed in any Packard Six or Eight car at the factory. Just include this item on the original, new car order. The time required for installing these radios is shown in the new time study chart given below. The Guest Speaker will be installed, if ordered with the car.

This beautiful, new radio wall poster is being mailed, free of charge to all Packard dealers. Printed in 4 striking colors, it will help increase your profits. Hang it in a conspicuous place in your service station or sales room. Let people know that the Packard radio is the radio for the Packard car.

**NOTICE:** Corrections on installation time, in hours, for accessories:

Numbers	Item	Corrected Time in Hours
PA-324899	Defroster—Dual	1.
PA-239695	Defroster—Dual	1.
PA-327560	Defroster	2.
PA-242063	Defroster	2.
PA-242064	Defroster	2.
PA-320229	Defroster	1.5
PA-239188	Defroster	1.5
PA-239549	Emblem—De Luxe	.5
PA-239550	Emblem—Pelican	.5
PA-326531	Radio—Custom (Without Antenna)	1.75
PA-326532	Radio—Single Unit (Without Antenna)	1.5
PA-326533	Running Board Antenna	1.5


**PACKARD** *Custom Built* **RADIO**



**RING SIDE SEATS FOR THE GREATEST SHOW ON EARTH**

The best in music, scenery and drama, and the greatest names in sport, politics and society join in answer to everyone who, when their Packard car is equipped with a Packard radio, enjoy the same convenience—the thrill and pleasure of the show even when hundreds of miles from the scene of the event! Equip your car with a Packard radio today!





## ORDER YOUR CARS EQUIPPED

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