

## IMPROVING YOUR SERVICE WITHOUT SPENDING MONEY

Attempting to improve on the type of service your organization renders without, at the same time, having it cost some money sounds like a rather difficult task. It is, however, entirely possible.

Take two service stations of about the same size and same number of customers, put in them about the same amount of equipment, the same type of people, the same amount of fresh paint, make them work just about alike; and you can still have a big difference between these two places. One makes money and the other doesn't.

What can possibly make this difference? The answer will be found in the words **"PERSONALIZED SERVICE."** Personal attention is one of the most important customer influences in business today. It simply means putting the human touch into business transactions. Other things being equal, the organization which gives the best personal attention secures and keeps the most customers.

The best example of this is found in the gasoline service station and outside garage. These places make use of this important sales factor at every opportunity. Neither of these places have nearly as much to offer in the way of service to Packard owners as an Authorized Packard Service Station does, but they are extremely successful in

getting and holding customers because they have developed personalized service.

There are several things that you can do about getting more of this personalized attention into the service you are rendering. Service salesmen should become personally acquainted with their customers. They should attempt to impress their customers with the idea that it is their personal job and desire to take care of that customer's needs. Getting this one point across will go a long way toward putting your service on a personal basis.

A most important procedure deals with the new car owner. Lately we have become lax in getting the new owner started off right with the service department. Either





at the time of delivery or as shortly after as possible the service manager should have a talk with the new owner. Make sure that he understands the operation of all the instruments on the car and particularly any features with which he may not be familiar. Go over briefly the warranty and service policy. If he hasn't already purchased one, this is the time to talk lubrication-inspection plans. In general, however, attempt very little selling during the first few months of ownership outside of seasonal accessories and the lubrication plan.



Make sure that somebody is on the service floor to greet every customer as he comes in. This can be done if the organization is small and has only one salesman, because it is a simple matter to excuse yourself from the customer you are talking to long enough to greet the new arrival and tell him you will get to him as soon as possible. Don't let him come in and stand around without a greeting, and of course the type of greeting is important. It must not only be prompt but genuine.

Always work in something during your conversation with an owner about the history or service record of his car. Impress your owners with the fact that you keep a detailed service history of their cars. As far as possible talk about that particular owner's service record. It convinces him of the fact that the service station is operated on a personalized basis.

Let's go back to the old practice of calling owners back a few days after their cars have been in, particularly where the order is

above the average in dollar volume. Make sure that his requirements have been filled, the workmanship was satisfactory, and he is pleased in every respect. This added thoughtfulness goes a long way in establishing the idea of personalized service. It's a good idea to have the service salesman send follow up cards to his own customers.

The rest of the story lies in memorizing as many names as possible, staying on a friendly but not familiar basis with your customers and getting across to each of them the idea that you assume responsibility for interpreting your customers' requirements correctly, you make certain that these requirements are correctly handled in the shop, and each owner you handle is satisfied with both the mechanical and the personal side of the service he receives.

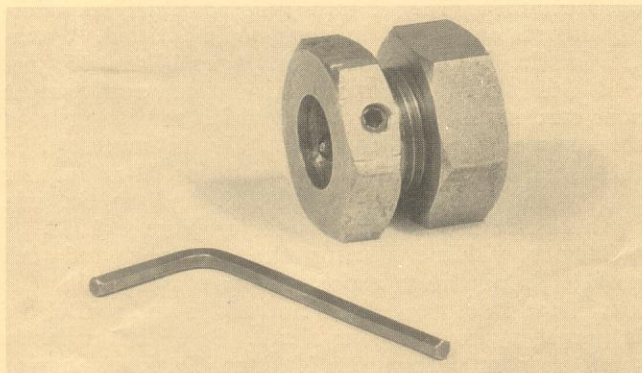
Nothing will please or satisfy a customer more than to know that he can bring his car in for any type of service and complete the transaction with an individual that he knows and who knows him. This saves the customer's time.



Personalized Service is neither a difficult nor a costly thing to build up, but it is a most important factor in keeping customers, which means increasing service profits. Do not get the idea that personalized service is limited by the size of the service station. It should be practiced and followed in every service station and it should be particularly emphasized in the larger organization where the feeling of personal attention is even more difficult to maintain.



## FLYWHEEL HOUSING CLUTCH SHIFTER RELAY PIVOT PULLER 1600-1



ST-5124, Suggested List Price \$1.30

Service Letter No. 8, Vol. 12, illustrates a recent production change in the clutch shifter relay lever and a special tool has been designed to remove old pivot pins from the flywheel housing.

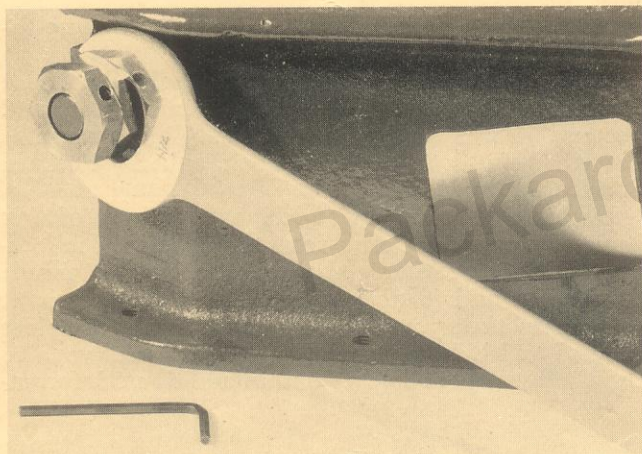


Fig. 1

The operation is simple. Remove the clutch linkage and turn the pivot pin with a small Stillson wrench. In some cases you may find the pin is in the housing very tight. It may be necessary to countersink the end pivot pin with a  $3/16$ " drill on both sides so that the Allen set screws will not slip off. Place the puller over the pin and tighten both Allen set screws with a  $1/8$ " Allen wrench. Then turn the large hex nut against the flywheel housing as shown in Fig. 1 until the pin is removed.

Service Letters are available for everyone connected with Packard Service Stations. If service managers are not receiving a sufficient number of copies, they should write the Editor and give the extra number needed.

## FRONT SEAT AND BACK POSITION CHANGE 1600, 1, 2

There have been some requests for a method of altering the position of the front seat back on Sixteenth Series Junior cars to obtain a more upright position.

The material required to accomplish this is two wedge-shaped pieces of wood, the dimensions of which are given in the sketch (Fig. 2).

A means of moving the seat backward is provided by a slotted bolt hole at the rear, and two bolt holes at the front of the seat riser on each side. By using the front holes, an additional inch of leg-room can be obtained in the front compartment.

To install the wedges, remove the two  $1/2$ " strips that you will find under the operating mechanism and substitute the wedges, Part No. 337373. Substitute for the bolt which you remove at the front, a shorter bolt, Part No. 7861. You will find that the bolt you remove at the rear is the correct length when used with the wedge. The second hole is used if it is desired to maintain the present location of the seat.

The installation of the wedges allows the cushion to drop down  $1/2$ " at the front and moves the top of the seat back forward about  $1 1/8$ ".

Order Part No. 337373 wedge and Part No. 7861 bolt or, if you desire to make the wedges, follow accurately the dimensions given in the sketch.

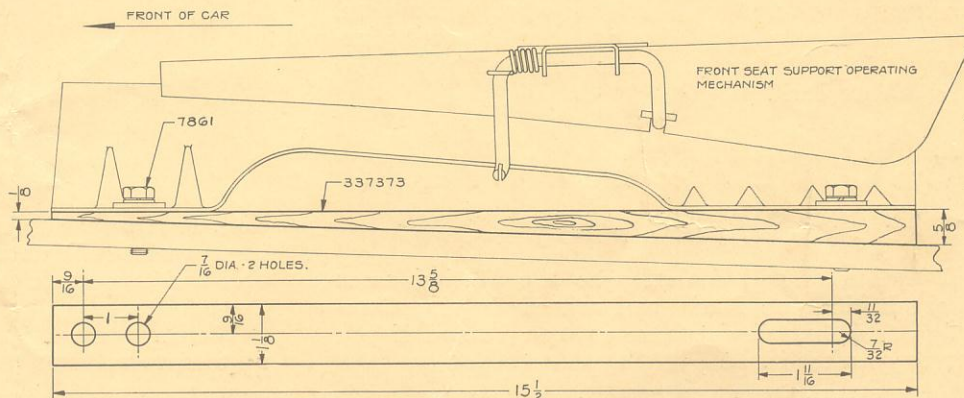


Fig. 2



# NATIONAL PACKARD SERVICE CAMPAIGN NEWS

## SERVICE POSTERS



Service posters of the type illustrated not only help sell service, but if properly displayed, can improve the appearance of the service station and brighten up what otherwise is often a rather dull-appearing place. Posters of the type shown are sent to each distributor and dealer. They should be displayed neatly and prominently, and they should be replaced occasionally when they become soiled or torn.

These posters are finished in three and four colors and are 33" x 44". Extra copies can be obtained at fifty cents each. The posters now available are the summer accessory, the vacation courtesy check-up, the lubrication-inspection plan, the Packard service pledge and the Packard warranty. Suitable wood frames can be obtained at two dollars each.

## WHAT ARE YOU DOING ABOUT THE SERVICE CAMPAIGN?

Distributors and dealers who are putting some effort behind the National Packard Service Campaign find that service business can be had if you really go after it.

The Packard Service Letter of June 1, 1938, explains how you should go about tying in with this business producing plan. It illustrates two post cards that are being used successfully. The Service Letters of July 1 and July 15 illustrate additional post cards and in your book entitled, "Packard Service Selling Plans," on pages 14 and 15, you will find additional cards printed on government post card stock in two colors which are being used to produce additional business. If you haven't tried these out we suggest that you do so. For further details see General Letter G-245, and on the use of the cards see Service Letter of June 1, 1938.

Service volume during the summer and fall months is not only important—it comes under the classification of necessities nowadays and real effort is necessary to get your share. Some enthusiastic work on your part on the National Packard Service Campaign will bring you pleasing and profitable results.

## FOLLOW OWNERS

All business is kept going through a continuous contact between buyer and seller. Packard Service is no exception to this simple rule. Nothing can take the place of an owner's file in a service station. Your business depends upon its being kept up-to-date and used.

We have urged the use of the Packard Service Recording Plan because of its low initial cost and because it was simple to operate. This system is described in detail in the book called "Packard Service Selling Plans."

Enclosed in the Service Manager's Copy of this issue is a pamphlet on a recently developed follow-up plan. It is rather elaborate looking, yet simple to operate and it gives you daily the facts about customers that you need. It is the most complete plan of its kind we have seen and you may wish to use the reply post card to obtain additional informa-



tion. It is in use at the Detroit service station and in several distributorships. Reports are very favorable and those using it are most enthusiastic about the results.

We urge you to have some definite plan; keep it up-to-date and use it daily.

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME.

• ADDRESS—THE EDITOR, PACKARD SERVICE LETTER