

MAR 7 1938



VOL. 12 No. 5

MARCH 1, 1938

## WHAT ARE YOUR CUSTOMERS WORTH TO YOUR COMPETITORS?

Some figures came to our attention the other day as to the value of the average customer to the gas station operator. You may feel that these are not of direct interest to you as a service station manager. On the other hand isn't it true that what the other fellow is getting is what you are losing? Or if you prefer, say it the other way: what the other fellow is going after is what you should go after and beat him to it.

The figures quoted appeared to us to be extremely reasonable. Naturally they don't apply to the new car owner but after all what percent of your own total list are new car owners?

The items under discussion are not directly connected with repair work. They are maintenance items, the chicken feed stuff that you used to figure wasn't worth going after. Let's make our own list and see what it amounts to.

**TIRES**—Certainly the average owner of a car from one to three years old, conservatively, is going to figure on one tire a year, but let's be extra conservative and figure on every other owner buying a tire, so we'll put this down as \$10.00.

**TIRE REPAIRS**—Surely the average owner of a car in this class is entitled to a couple of punctures so let's figure this one at \$2.00.

**BATTERY**—In this group it is not unreasonable to suppose that at least half a battery could be sold, or one battery to every other owner. We'll make it low at \$5.00. Let's also figure \$1.00 worth of cable, and we should be permitted at least one battery charge with something for rental. This is a bargain at \$1.00. The total for this group is \$7.00.

**COOLING SYSTEM**—This should produce the sale of at least \$1.00 worth of hose and \$1.00 worth of fan belt without overdoing it, and you might throw in a flushing job along with the sale of some anti-freeze. Putting this at the lowest possible figure would give you at least \$2.00. The total for this group is \$4.00.

**ELECTRICAL**—With all the talk you hear nowadays about safety you ought to be able to sell the average owner who has had his car more than a year at least 50c worth of light bulbs and let's average off the spark plugs at four or \$2.60, making the total for this group \$3.10.

**APPEARANCE**—We could really go to town with this heading but will keep it reasonable. Four wash jobs at \$1.00 each and one polish job at \$5.00 certainly isn't expecting too much. You ought to be able to get at least one fender job, but let's call it \$2.00 for straightening and touch-up. The total for this group is \$11.00.

**LUBRICATION**—Let's suppose that you're selling buff lubrication books to older model owners at \$18.00 for a year's service. Let's suppose also that you can only sell every third owner. This would give us \$6.00 for lubrication.

**MISCELLANEOUS**—We will just use this group for evening up the figures. You can make it as long or as short as you want to. It could include windshield wiper blades, tire valve caps, fuses, and if you have a machine handy, peanuts and candy bars. For the sake of argument, let's call this \$1.90.

(Continued on page 2)

*It is not the hours you put in, but what you put into the hours that counts!*



**TOTAL**—If you add this up the way we do you arrive at the grand and glorious total of \$45.00 that Mr. Average car owner of a car from one to three years old is going to spend *somewhere*.

Now don't tell me; I know what you're saying; it's "too much" and no matter who you talk to they will probably agree that it is too much but what you really mean is that it's too much work to sell this kind of an owner \$45.00 worth of service. You think it's too much because everytime you read the words "per car" or "per owner" all you see is a shiny, bright new automobile. As a matter of fact you know as well as we do that the average car that is more than a year old that drives into your service station requires anywhere from \$15.00 to \$20.00 worth of work to put it in top notch condition. Don't forget that most of your owners are driving cars that are more than a year old.

Now we don't claim that these figures are right for every service station nor for every owner. We would like to have you make up your own list but don't make it up with that bright, shiny new car in mind. Take the next three cars that drive into your place that are more than a year old and just check this list and see how many items the owner needs right now.

You've got a whole year to sell them in before you can prove that we're wrong, and speaking of quotas, we would like to mention again that there's no mechanical repair work connected with the items listed. This list does not represent what the average owner is spending *with you*. It represents what the average owner in this group is spending with somebody else and that's the important part to you. Well, so what?

What are we going to do about it? Is there any question in your mind as to what is necessary to get this additional business? There are just two answers. One is *merchandising* and the other is *salesmanship*. You've heard it before but good display is important. You must have the parts and supplies on hand and you must display them attractively. You've got to convince your customers that you have the services and the items that they must have to drive their cars. The service station that has the supplies on hand but doesn't display them might just as well hang up a sign reading "We Ain't Got Them and We Don't Care Where You Buy Them."

To good displays you will have to add salesmanship plus. By this we mean informative selling. Tell the owner you've got these things; show him why he needs them and *keep on telling him*. The right kind of selling never stops, yet never irritates a customer because you are constantly reminding him that you are on your toes and that you are anxious to serve him.

We don't know how many gas stations there are in your town. You might count them, and you can figure at least two men at every one of them so you can multiply the stations by two and you've got an idea of the number of people that are trying to sell these services to automobile owners, including your customers. Why don't you do the same thing?

If you still don't like our list and you still think it's too high, make one of your own, but go after this extra business. *Somebody's going to get it.*

## EXHAUST MUFFLERS—

### Super and Twelve

1500-1-2, 1603-4-5, 1507-8, 1607-8

Exhaust mufflers (rear) for Super Eights and Twelves will be shipped in the future with the front exhaust tube attached.

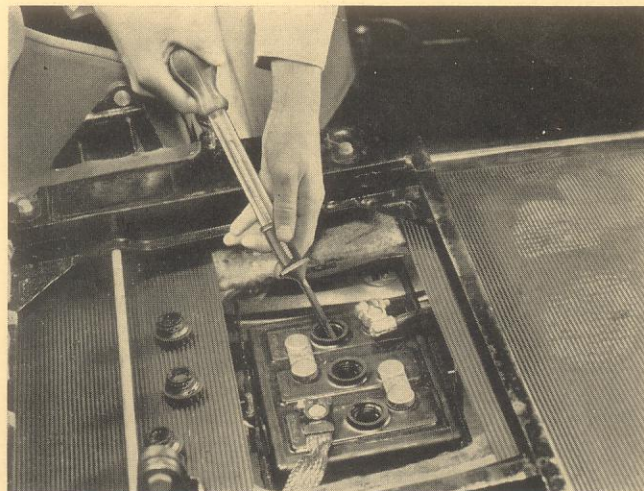
It is necessary to specify model when ordering these assemblies. See piece numbers below:

- 232220—Exh. muffler (rear) and outlet tube (front) assb., Model 1500-1603
- 232221—Exh. muffler (rear) and outlet tube (front) assb., Model 1501-1604
- 232222—Exh. muffler (rear) and outlet tube (front) assb., Model 1502-1605
- 242254—Exh. muffler (rear) and outlet tube (front) assb., Model 1603-A
- 237467—Exh. muffler (rear) and outlet tube (front) assb., Model 1507-1607
- 237468—Exh. muffler (rear) and outlet tube (front) assb., Model 1508-1608
- 237466—Exh. muffler (rear) and outlet tube (front) assb., Model 1506

## BATTERIES IN NEW CASE

A most important item in preparing a new car for delivery and one which is often overlooked is checking the condition of charge of the battery.

Storage batteries gradually lose their charge if allowed to stand unused. At this time of the year





particularly, when cars are being withdrawn from warehouse stocks, it is not safe to assume that the battery is fully charged.

It is, at best, an unpleasant task to explain to the new owner why the lights were dim or the car failed to start only a few hours or days after the new car was delivered to him.

Check every new car battery at the time it is delivered to the owner and, at the same time, make sure that the liquid in the battery is at the proper level above the plates.

The specific gravity of the battery in the Six should be 1.250 to 1.280.

In the HiLevel batteries used in the Eight, Super Eight, and Twelve, the specific gravity should be 1.225 to 1.250.

## DRESS UP THE PARTS STORE

Transfers for identifying or decorating the Parts Department are available in either the slide-off type for use on bin ends, panels, etc., or the type for use on windows. Specify slide-off or window type when ordering from the Service Promotion Department. The price in either case is 50 cents each. Size  $10\frac{1}{2}" \times 15\frac{1}{2}"$ .

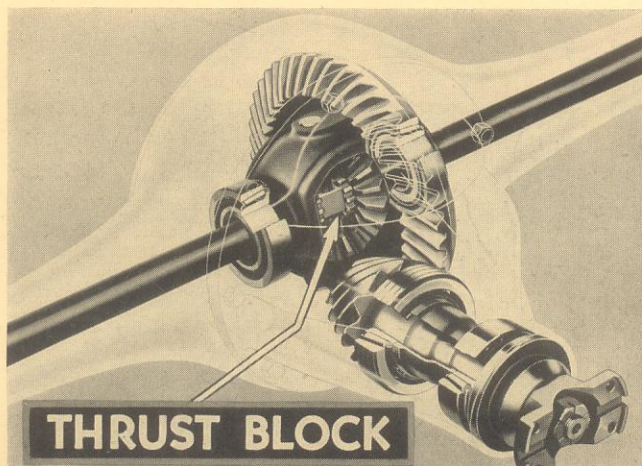
A double-faced porcelain enamel parts sign is also available. Size of panel  $15" \times 22"$ . The sign will be leased only to a Packard Distributor or Dealer at a total rental cost of \$3.25, with the understanding that it remains the property of the Packard Motor Car Company and is to be returned in case of cancellation of the Packard contract. This is for your protection, as it keeps the sign from getting out of the hands of Packard Dealers.

Order signs and transfers from your Distributer, who, in turn, will order them from the Service Promotion Department at the Factory.

See Sign Catalog for illustrations.

## REAR WHEELS

1600-1-2



The thrust block between the ends of the axle shafts in the differential may be broken if care is not used when pulling the rear wheel hubs.

Blows struck on the outside end of the axle to break it loose from the hub are transmitted directly to the thrust block and may crack or break it.

Do not hammer on the end of the puller screw when using S.T. 5073 and S.T. 5074 or similar pullers, as suggested in the Special Tool catalog. If more force is required than can be obtained by pulling on the wrench, a few sharp hammer blows on the wrench handle will supply the additional force necessary. Do not strike directly on the end of the puller screw.

## SERVICE LETTER BINDERS



We have available a three-ring binder large enough to hold two years' supply of SERVICE LETTERS. It is of the flexible type, with sturdy metal back binding, and is attractively designed and finished in grained fabricoid. They are priced at 35c each. Dealers, please order through distributors.

## PARTS BOOK CORRECTION

On Page 97 of the 10th, 11th, 12th and 14th Series Eight and Super Eight Parts List we show piece No. 230425, Motor Flywheel Assembly, for Models 1400-1-2-3-4-5. This is an error, as this number applies to the 1400-1-2 Models only. Piece No. 210762 should be listed for the 1403-4-5 Models.

## FRONT SUPPORT ARM OUTER BEARING

120-B-C—115-C

In replacing wheel front support arm outer bearing in Models 120, 120-B, 120-C and 115-C, both labor and material cost can be reduced by substituting the 16th Series roller bearing assembly, Piece No. 326765, in place of the loose roller bushing and ring specified in the 120 Parts Book.



# MEETINGS NORTH—EAST—SOUTH—WEST



LOS ANGELES

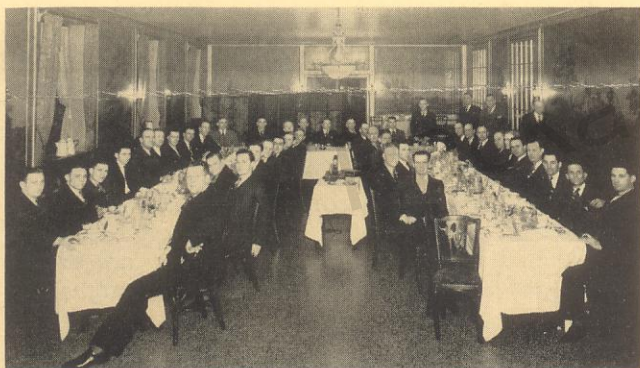


NEW YORK

Many service meetings have been held by distributors during the fall and winter season. A uniform program was carried out covering the three essential parts of service—Mechanical, Merchandising and Management. Local talent, as capable speakers, good displays and slidefilms presenting pictures, facts and figures, were mixed with discussions and dinners to the general advantage of all who attended.

Reports indicate that 63 meetings have been held, with an approximate total attendance of 6,000.

Excellent attendance and unusual interest on the part of the dealers' and distributors' personnel made these meetings interesting and profitable. We hope that all those who attended not only derived benefit for themselves, but are now putting into use and passing on the information received.



NASHVILLE



GRAND RAPIDS



PITTSBURGH



HUNTINGTON-LEXINGTON-CHARLESTON

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

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