

PROFIT BUILDER No. 2—OWNER FOLLOW-UP

It should be the aim of every Packard dealer to increase constantly the number of Packard owners who come to his service station. The second step is to get as many owners as possible into the habit of regular visits.

Repeat business is the backbone of any retail business, and this is specially true of the service department. By maintaining as close as possible to a maximum flow of service volume, service profits are assured.

The service department is a part of a selling unit. No selling can be carried out successfully without a prospect file and a definite sales plan. Probably every Packard dealer has some form of owner follow-up, but not all of them are being efficiently and effectively used. Most dealers have found out by now that it is not enough to occasionally follow up "forgotten owners." It is not a follow-up system unless it is used regularly. If you are desirous of building owner satisfaction and avoiding owner misunderstanding that would otherwise not come to your attention, the answer is persistency in follow-up.

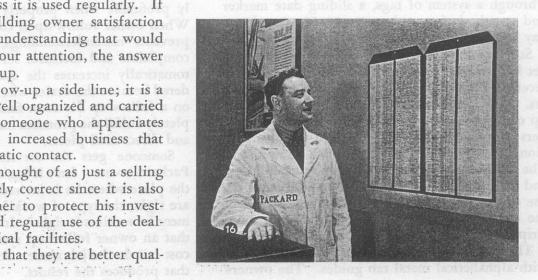
You cannot make follow-up a side line; it is a major job. It must be well organized and carried out conscientiously by someone who appreciates the possibilities of the increased business that comes only from systematic contact.

Follow-up is usually thought of as just a selling plan. This is not entirely correct since it is also a reminder for the owner to protect his investment by making full and regular use of the dealer's service and mechanical facilities.

Packard dealers know that they are better qual-

ified to service Packard cars than anyone else. They know that they have a definite responsibility to every Packard owner, but do Packard owners know this-and isn't it the dealers' job to keep this thought constantly in the minds of these owners?

The modern owner follow-up determines the owner's feeling toward his car, the dealer and the service rendered. If owners are satisfied they become your best customers as well as your best advertisers. Keeping owners satisfied and keeping owners advertising for you is something that requires constant effort on your part. Never assume that your regular customers are the only ones to be contacted. This is only a part of the job. The rest of the job is in getting all the Packard owners in your vicinity to come to you for all of their service needs.



There are many different types of owner followup systems available.

| Kahoney, E. | 5324 Menistique | 21 7098 | 1500 | 11-20-36 | X-157163 |
|----------------|---------------------|----------|-------|----------|----------|
| rill, F. T. | inowy Steel | NO GEEG | 1601 | 5-51-38 | A-201246 |
| crist, J. F. | 5059 Dexter | TI 82784 | 1808 | 14-13-35 | X-94074 |
| Lars, % | G100 Lepon | PI 2008 | 1600 | 11-12-57 | A-1379 |
| Cinor, N. W. | 112 Candler | 20 78068 | ilsc | 12-29-37 | T-74199 |
| Fonroe, R. L. | 5680 W. Yort | VI 16518 | 120 | 2-24-35 | X-68149 |
| Ryus, R. | 2941 Belviders | LE SUNS | 1600 | 11-12-37 | A-1370 |
| achuan, J. | 4704 Leslie | HO 0813 | 115C | 18-29-37 | T-74293 |
| Sash, R. O. | 4970 Soltingham | PI 1683 | 120 | 9-24-35 | X-65043 |
| Cohrenberg, W. | 8900 Belum | PL 3363 | 1801 | 2-21-38 | A-301111 |
| Selson, A. J. | 17500 Storpel | UM E7546 | 1 mon | 18- 2-35 | X-150946 |
| Cichols, A. S. | 19354 Carman | TO 72798 | 11sc | 10-96-37 | 7-44210 |
| Soonan, J. D. | 1775 Van Dyke | FT 6034 | 1200 | 11-16-26 | X-157207 |
| Forman, O. | 2744 Irocunis | IV 5884 | 120 | 4-18-35 | X-23801 |
| Hosell, W. G. | 1281 Ashland | NU 5182 | 1600 | 2-13-38 | |
| Tystron, W. A. | 2747 Casa | CH 6569 | 1108 | | X-138599 |
| *Connell, J. | 190 S. Chalmars | MD 2001 | 1150 | 5- 9-33 | |
| Geborn. F. J. | 5776 Bedford | NI 9374 | 1.001 | 2-13-38 | A-300781 |
| Okuley, A. W. | 1404 Calvert | TO 73614 | Lune | 4- 5-27 | X-148032 |
| Oldham, L. B. | 1854 Beaconsfield | BI 7410 | 1200 | | X-187049 |
| Onkin, J. | 3045 Cortland | 70 61665 | 1150 | 0-10-26 | 7-22509 |
| Ospat, R. C. | 7348 Logan | VI 15704 | treop | 18-15-37 | |
| Organ, J. H. | 4305 Cortland | DA IANE | 1.00 | 3-65-35 | 1-54381 |
| rley, 0. | 6576 Gratiet | PL 9207 | 0.008 | | X-00738 |
| Oxford, C. J. | 17408 Ohlo | UN 11421 | 1801 | | A-301210 |
| Page, F. L. | 4877 Beebalt | TY 41427 | 2150 | 2- 5-38 | |
| Paine, P. | 2996 Lakewood | LE 7990 | henc | | 1-190548 |
| Parbs, E. | 1816 Division | CE 0726 | 1803 | 18-14-87 | |
| Peace, Y. J. | 5254 Burnette | TY 54081 | 1.90 | 4-17-35 | |
| Peddie, C. V. | 3547 W. Boston | TX 56426 | Reor | 11- 3-37 | 4-800840 |
| Peitz, H. | ElS4 Algonouis | MU 5514 | LECE | | I-139678 |
| Perliaky, J. | 1657 E. Outer Drive | 20 69189 | 115C | | 2-62820 |
| Phillips, H. | 18607 Montes , | UN 13827 | LECC | | X-120824 |
| Pierce, H. A. | 16899 Pratrie | UN 10995 | 1600 | 2- 7-38 | |
| Quade, U. | 283 Pard | 70 74195 | 120 | 9-14-55 | X-#9640 |
| Stamped Star | 2140 Review | LE EDS4 | 1150 | | 7-5409 |
| out: 28 v. J. | 9188 Garland | MU 5701 | 1601 | 2- 6-38 | A-300989 |
| Quetek, J. R. | 5767 Kansington | NI 1554 | 1808 | 8-4-36 | Z-02740 |
| Quist, H. J. | 18683 Penington | UN 20942 | 1,800 | 9-16-37 | X-167540 |
| Sacioot, R. | 15445 Greenlasm | UN 27144 | 115G | 2-14-38 | 7-74269 |
| Redfort, E. A. | 1176 Hibbard | LE 0527 | 1000 | | 4-1337 |

The wall chart has been used very successfully. It is simple in operation, convenient to use and low in cost. It is out where you will use it and keep it up to date. Write the Editor for details.



Another system recently put on the market is known as the Kimball system and is sold by Reynolds and Reynolds. It consists of a large board called the Perpetual Customer Follow-up. Through a system of tags, a sliding date marker and a method of grouping on a 30, 60, 90 and 120-day basis, a very thorough follow-up is possible.

Still another system has been put on the market known as the Speed-O-Graph. This also has received enthusiastic indorsement by many dealers. Its major feature is its simplicity. It is made up of a special printed file folder for Repair Orders constructed with a celluloid tab running along its top edge. On the tab is a name insert. The tab includes a date scale by months and days and by means of sliding indicators eliminates the use of the flag type signals. The year model of the car is designated by the color of the name strip.

The folders are assembled in alphabetical order with alphabetical metal tab guides. The owners'

names and the follow-up dates remain visible and form a keyboard. To read this one has only to sight down a straight line over the current date and the lapse between each signal and the current date indicates the lapse of time between visits. It is very easy to pick out those 30, 60, or 90 days "old" and address a post card reminder or letter to them. A further breakdown of 5-day intervals is provided for more accurate follow-up.

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Whenever any question arises as to what service work has or has not been done on an owner's car or as to when it was done, the detailed record supplied by the repair order itself, which is filed in the folder, is on hand with all the desired facts. It is a complete record of each car all in one place.

On the front of the folder, spaces are provided for the follow-up record and for summarizing the work done on the car. This is sold by the Veit Co., Kirby Avenue, Detroit.

A system should be chosen which fits your requirements, not only from a cost standpoint, but from the standpoint of the help available to maintain it. Any of these systems will be found highly profitable when properly and sincerely used. When owner follow-up is conscientiously used it prevents misunderstandings, materially reduces complaints and increases service volume. It automatically increases the quality of service rendered because the dealer who really starts to work on a follow-up file soon finds that he must completely fulfill the promises made in his advertising and direct mail pieces.

Someone gets the service business of every Packard owner. Isn't it logical that he will go to the place where he is invited provided the prices are right, the type of work is right and the treatment he receives is right? It must not be assumed that an owner follow-up system regardless of its cost can do the job alone. It is the effort applied that produces the results.

CYLINDER HEAD GASKET SEAL

It has been the practice of all good mechanics when installing cylinder head gaskets to coat the surfaces with a sealing composition. To eliminate this hand operation, which is a costly and somewhat unsatisfactory procedure, all cylinder head gaskets shipped from the factory Service Parts Division in the future will be precoated with a sealing composition.

For your assistance in ordering these precoated cylinder head gaskets from the factory, we quote you the following part numbers and model application:

| Part No. | Name | Model |
|----------|--------------------|---|
| A 215430 | Cyl. head gasket | 1100-1-2-1200-1-2-1400-1-2 |
| A 215431 | Cyl. head gasket | 1500-1-2-1603-4-5 1103-4-5-1203-4-5-1403-4-5 |
| AA302736 | Cyl. head gasket | 120, 120-B, 120-C, 1601-2 |
| AA315438 | Cyl. head gasket | 115-C |
| A 210440 | Cyl. head gasket | 726-33-826-33-901-2-1001-2 |
| A 210441 | Cyl. head gasket | 740-45-840-45-903-4-1003-4 |
| A 197821 | Cyl. head gasket | 905-6-1005-6-1107-8-1207-8 |
| | eni iliyanwi amitu | 1407-8-1507-8-1607-8 |
| AA324284 | Cyl. head gasket | 1600-1700 |
| AA335442 | Cyl. head gasket | 1703-5 |
| AA335676 | Cyl. head gasket | 1701-2 |

If Packard dealers will order all cylinder head gaskets from their distributer and the distributer from the factory, they will be assured of receiving gaskets precoated with a sealing composition which has our engineering and laboratory approval.

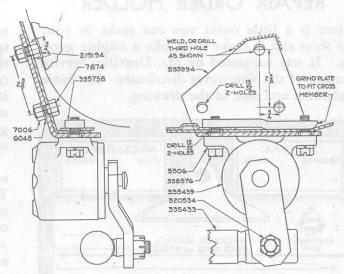
5TH SHOCK ABSORBER FOR 16TH SERIES CARS

The Lateral (fifth) Shock Absorber, a feature of the 17th Series cars may be installed on the 16th Series. The shock absorber, lateral tube and all necessary attaching parts are included in an equipment which may be ordered from the service stores division.

Part No. Suggested List
AA 338962 Lateral Stabilizer Eqpt..........\$10.00

The installation procedure is as follows:

- 1. Remove old lateral stabilizer tube.
- Remove old lateral stabilizer frame bracket.
 This may be best done by drilling ½ inch pilot holes in the attaching rivets, then drilling through with a 13/32 inch drill. The bracket should then be chiseled off where it is welded to the frame.
- 3. Locate third hole in side of new bracket 333994 as shown and drill 13/32 inch. At the same time enlarge two 5/16 inch holes in side of bracket to 13/32 inch.



- 4. Bolt bracket to frame using 3/8 inch bolts 7874 through two lower holes in side of bracket.
- 5. Using holes in bottom of bracket as guide drill two 13/32 inch holes in frame channel.
- 6. Using top hole in bracket as a guide drill 13/32 inch hole through frame and tire compartment wall.
- 7. Remove shelf from rear compartment and with 3/4 inch drill enlarge hole just drilled in compartment wall.
- 8. Through this hole assemble 3/8 inch bolt 7874 in frame and bracket.
- 9. Snap special metal cover 219914 in hole in tire compartment wall and reinstall shelf.
- 10. Grind end of reinforcing plate 335738 to fit flat in frame.
- 11. Attach shock absorber using cap screws 338576.
- 12. Install new lateral tube assembly 335433. Work shock absorber arm back and forth several times to work all air out of shock absorber before connecting tube.

The time allowance for the complete operation is 4.5 hours.

SHOCK ABSORBERS 1700 - 1701

There have been several requests for a shock absorber valving for the 1700 and the 1701 which will provide a softer ride.

Such a valving has been approved and for each car the following parts must be ordered:

- 2 #341094—Shock Absorber Rebound Front valve (41/2-C-5)
- 2 #341095—Shock Absorber Comp. Front valve (21/2-Aa-1)
- 2 #341096—Shock Absorber Rebound Rear valve (1-F)
- 2 #341097—Shock Absorber Comp. Rear valve (4-A-1)

Naturally the above valving, while it will provide a softer pavement ride, will not give the same measure of control at high speeds or on rough roads.

REPAIR ORDER HOLDER

Here is a little outfit you can make in your own shop and it looks to us like a mighty good idea. It was suggested by Mr. Deaville, Service Manager of the Vancouver distributer. He wrote us about it and sent in the drawing.

| SERVICE | PRI | 19 | 00 | ITEM | PRICE |
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He says that he was looking for an idea that would let him keep a constant reminder in front of the service salesman when a repair order was being written. Therefore in one of the little frames at the top of the order he has a typed list of seasonal accessories or those he is anxious to have sold. On the other might appear his winter preparation special or some other activity properly priced that he wishes to have given special attention.

For instance, the paint department or the metal department might not be very busy. He calls this to the attention of the service salesman with a list of prices on the items in these departments. Next week the drive might be to assist some other department.

We are passing the idea along to you because we think it will help sell more service.

GENERATOR PULLEYS

Some complaint of rundown batteries may come from owners who do more than the usual amount of low speed driving and have more than the average number of electrical accessories.

A typical example of such operation is taxicab service. Cars in this service are driven at low speed more than the average. Particularly during the winter months they are likely to be parked for considerable periods with the engine running at idle speed and the heater turned on. The batteries run down because the car is not operated at generator charging speed a sufficient time to offset the electrical consumption.

To meet this condition we can now supply generator drive pulleys ½ inch smaller in diameter. The smaller pulley turns the generator faster moving the entire charging range to a lower range of car speed. With the smaller pulley the generator will charge at idle speed but will also cut out

at a lower car speed.

The small pulleys should not be used on cars which are operated under average speed conditions. Its use will probably aggravate rather than help the condition since by lowering the range of car speeds at which the generator charges, it will reduce the operating time during which the battery is being charged.

Before installing the smaller pulley a thorough check should be made to see that the battery was run down by low speed operation and not by some non-standard condition in the electrical system.

320502 Pulley—Auto-Lite Generator, 115C-120C

320501 Pulley—Delco Generator, 115C

338950 Pulley—Auto-Lite Generator, 1601, 1700, 1701.

AUXILIARY FRONT BUMPER PRICE CHANGE

The Auxiliary Front Bumper has proven one of the most popular accessories we have adopted in some time. Sales, during the past three months, have been several times greater than we anticipated, with the result that we are now able to purchase this item at a more attractive price. Following our regular policy, we are passing this saving on to the field.

This reduction in price will broaden your market and offer you an excellent opportunity to increase your sales on this item NOW. Take full advantage of the slippery streets, congested parking conditions and heavy traffic to impress upon your owners the wisdom of buying this extra protection NOW.

Dealers' Suggested

NOTE: Please change the figures shown on Page No. 3 of your Accessory Price List.