VOL. 15 No. 11 JUNE 1, 1941

PLEASE USE PACKARD PRODUCT REPORTS

Please make out Product Report Forms on the Packard Clipper. Recently a pad of these forms was sent each Dealer and Distributer, and additional pads can be obtained by writing the Service Promotion Department at the factory.

The information you can give us on this form is particularly valuable to the factory as difficulties are encountered on new model cars. This form represents the Dealer's contribution to the improvement of Packard cars and Packard Service.

HOW FORM VT-1014 IS USED

Make Product Report in duplicate.

Send pink copy to Distributer the day trouble is encountered.

Distributer checks report for completeness and mails to factory Service Department.

HOW FORM IS FILLED OUT

Accuracy in diagnosing trouble and in reporting it is essential.

If more than one kind of trouble is found on one car use separate forms for each different kind of trouble.

If same trouble is found on more than one car, list all vehicle and engine numbers affected.

If trouble is with paint, give paint number.

If trouble is with trim, give trim number.

FORM VT-1014
PRINTED IN U.S.A.
30M 8ETS 8-37 MOD.

PACKARD PRODUCT REPORT
(DEALERS SEND PROMPTLY TO DISTRIBUTER)

DEALER _____ DATE _____ No. _____
ADDRESS _____
TOWN _____ STATE _____
MODEL _____ VEHICLE No. _____ ENG. No. _____
DELIVERY DATE _____ MILEAGE _____
OWNER _____

DESCRIBE NATURE OF MECHANICAL TROUBLE

WHAT DID YOU DO TO CORRECT TROUBLE?

SIGNED _____
USE OTHER SIDE FOR SKETCHES AND ANY ADDITIONAL INFORMATION

Give date, name, address of Dealer, model, vehicle, and motor number, delivery date, mileage and owner's name if car is delivered.

Describe trouble—be specific.

What was wrong—what happened—describe noises in as much detail as possible.

Describe what you did to fix trouble and what results you got after the repairs were made.

ADDITIONAL USES

Report trouble with design or use of Packard Special Tools or additional tools needed.

Report damage or improperly finished parts received from Distributer or factory, giving part order number and date of order.

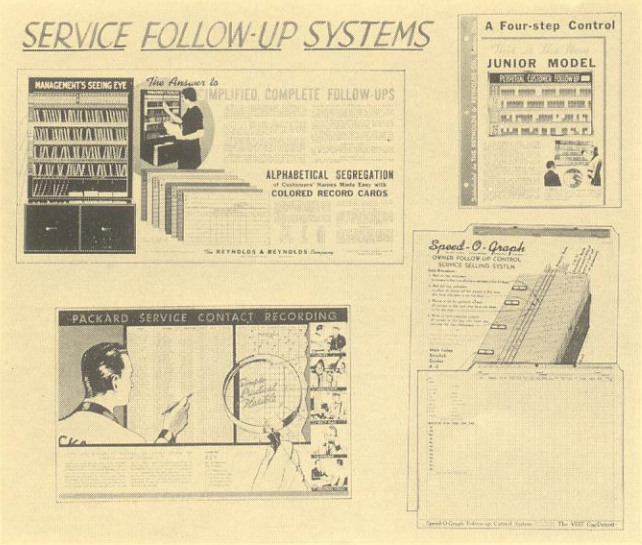
If you repaired or refinished and used the part, report the condition and what you did to make the part usable.

Report suggested changes in Flat Rate Times.

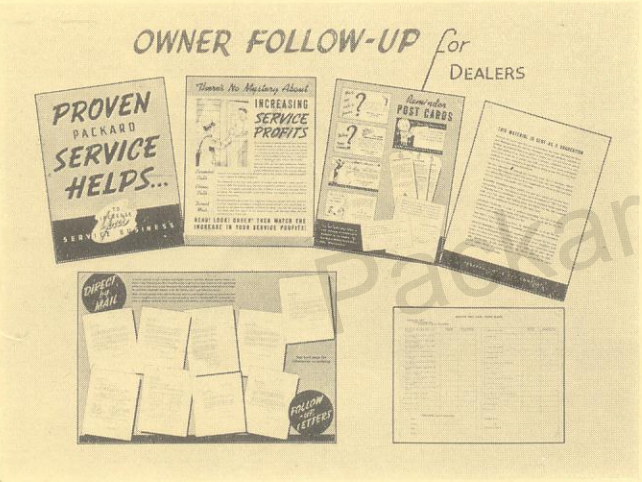
Report any condition which you feel should be corrected, thus enabling the factory to improve its product or Packard Service. This in turn will help sell more Packard cars.

List only one kind of fault or criticism on each form as this makes it possible for us to immediately send it to the proper department for necessary action.

THREE STEPS FOR GETTING BUSINESS



1. Select and operate continuously a follow-up system.



2. Use a series of friendly follow-up letters.

3. Follow through with reminder post cards.

THE SERVICE SALESMAN

A service salesman needs three things aside from a basic knowledge of automobiles in general.

The first is a thorough understanding of the product with which he is working. He must know what each particular model is when it is right. This is essential in order to determine when it is wrong. In other words, he should be so familiar with the car that the slightest irregularity in any detail is at once noticeable. With this knowledge he must have the ability of keen observation, and with this knowledge and ability he must combine a pleasing personality.

He must, of course, do more than take the customer's order. Real selling starts with an analysis. This analysis may be an inspection on the service sales floor, a road test or a shop test. The smart service salesman observes as he walks toward and around each car. It is important to develop this habit of observation.

Maintaining appearance offers one of the most frequent opportunities for service selling. Most appearance items are sold as a result of observation. Likewise, most appearance jobs are quickly done, rarely involve complaint, and are profitable. It doesn't take long to determine whether or not a wash and polish will do a good job or whether some paint work is necessary. Approaching the average car that drives in will usually give you this information at a glance. Next, catch the appearance of the fenders, tires and hub caps. This takes a little longer because you have to get at both sides of the car. As you reach the car a quick glance will usually give you the story about the appearance of the interior.

As you have an opportunity to drive the car with the customer, do you always check the instruments, the horn, the lights, clutch, brakes and floor mat? Every time you lift the hood, do you make a mental note of the condition of the fan belt, hose and clamps, wires, spark plugs, carburetor air cleaner and oil filter, or do you just look for the one condition the customer has mentioned?

As you make a road test with your customer, do you make mental notes of the conditioning of the steering, shock absorbers and unusual noises?

With these notes made as a result of your observations, do you take advantage of them in your selling? It takes a little extra time but this method of working ought to be automatic with the good service salesman. It can be done quickly and accurately. The selling can be always on a suggestive basis. If you want to do a better job as a service salesman, you will increase your knowledge of the product, your ability to observe and continue to develop a pleasing personality.

WHO CONTROLS EXPENSES?
MAYBE IT'S YOU—

Somebody around the place is supposed to control expenses. In the average place everybody feels this should be the other fellow. Actually no one person can do it. Every person who works in a place has to help.

Let's take an example. A customer drives in, goes up to the parts department counter and wants to buy a clutch part. Just for the sake of argument, let's say that the selling price is twelve dollars and the cost price eight dollars. The parts man, working on a weekly salary, spends fifteen minutes looking in parts books, inventory cards and bins to find that he doesn't have this particular piece in stock. He orders the part from the factory by wire, asking for an express shipment. The shipment arrives; the dealer pays transportation, pays for the wire and pays for the man in the stockroom to unpack the shipment, call the customer on the phone and make delivery.

The cost of the part up to this time has been considered eight dollars, the price paid to the factory; but we find that other money has been spent in addition to the actual cost of the part in order to transact this business. These additional expenditures might be confused with the cost but we know that cost is simply the price paid for an article. Therefore, these other items are not cost but are expense.

Expense is money paid out for doing business or operating, or you might look at it that expense is the money spent for things which you can't sell. Money spent for things which you can sell is cost. Transportation, telephone, weekly salaries, heat, light, rent, etc., therefore, are expenses. There are in general two kinds—those that can be controlled and those that stay fixed. Most expenses are controllable. Some, you can help control; others, only the owner can control.

The janitor can help control the expense of supplies by seeing they are properly used and not wasted. Everyone who works with stationary supplies can help control this expense. Even such items as heat, light and water represent expenses which can be controlled.

When the owner or the boss starts in to control expenses they usually go to work on such items as salaries, commissions and those seriously affecting the rest of us. Why isn't it a good idea for all of us to help control those expenses about which we can do something?

If the parts man in our little story had had a part in stock he would have saved the expense of a telegram, expense of transportation and the extra expense of handling. Combined, these three items probably ate up the difference between the cost of the part and the selling price and there wasn't any profit in that transaction. When enough transactions are handled on which there is no profit because of excessive expense, trouble is the result. When all of us do our share of watching controllable expenses there is enough profit in each transaction so that the total at the end of the month shows a satisfactory result.

CAR-STARTER SWITCH
1951

These cars are equipped with a switch built into the carburetor and operated by the accelerator pedal, which performs the same function as the former instrument board starter switch.

When starting the engine, turn on the ignition switch and then depress the accelerator pedal slowly just far enough to engage the starter. As soon as the engine starts, release the accelerator pedal.

It is most important to release the accelerator pedal immediately when the engine starts. If it is held open, allowing the engine to race even momentarily, all of the rich starting mixture may be drawn out of the manifold, and the engine will stop due to a lean mixture. Continued operation of the accelerator in this manner may result in a series of false starts.

If difficulty is encountered when starting a hot engine, depress the accelerator slowly to the floor so as to open the throttle fully while cranking.

Should excessive flooding result from any cause, it will be necessary to operate the starter long enough with the accelerator fully depressed to clear out the flooded condition. This should be done by continuous operation of the starter. If the accelerator is released and again depressed, the accelerator pump will deliver a charge of gasoline to the manifold, so that continued intermittent operation of the starter will aggravate the flooded condition, and may make starting impossible. Never pump the accelerator.

It is not necessary when starting these cars to first press the accelerator to the floor to engage the automatic choke, as on some previous models. The choke will come into operation when the accelerator is depressed to the point of engaging the car-starter switch. When the accelerator is released, the fast idle will come into operation. The choke unloading mechanism, which automatically opens the choke valve when the throttle is fully opened, is retained on these the same as on previous carburetors.

FILLING BATTERIES
Model 1951

Now that the battery, which has long suffered from lack of attention, is located under the bonnet on the Packard Clipper, it may suffer even more from over-attention. With the battery in its new convenient location, if every well intentioned service man adds water, the battery, as well as all adjacent parts, electrical wiring, distributer, gear shifter levers, etc., may be damaged or ruined by the corrosive action of the overflowing electrolyte.

It is most important to use care and not overfill the battery of the Packard Clipper. Filling the battery above the proper level will cause the electrolyte to overflow when the battery becomes warm, and corrode adjacent wiring and parts.

Both the Auto-Lite and Willard batteries used on the Packard Clipper have devices which prevent overfilling unless the battery is filled too often. The water level should be checked at least every 1000 miles with average operation. The need for additional water can best be checked by inserting a hydrometer or syringe in the filler opening and attempting to draw electrolyte from the battery. If the hydrometer glass can be filled, no water need be added. When testing battery electrolyte with a hydrometer, hold a cloth under the tip to prevent drip and damage to wiring, paint, and other parts.

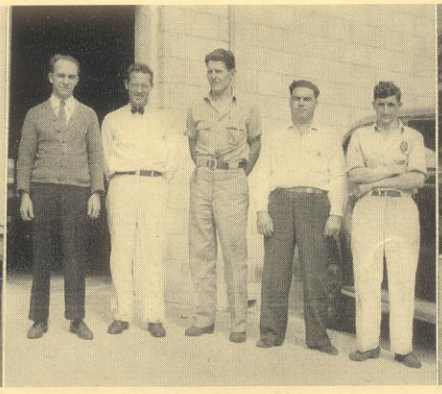
The Auto-Lite batteries with the star level indicator should be filled until the solution reaches the star level.

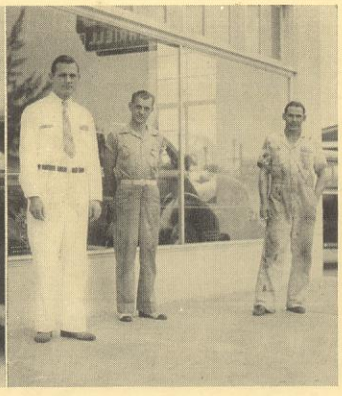
The Willard batteries with the Safety-Fill vent should be filled after removing the filler plugs and attaching them to the vent adjacent to the filler hole.Fill each cell to the top of the filler plug opening, then remove the plugs from the vents, and the electrolyte will drop to the proper level—3/8 inch above the top of the plates.

There is no danger of overfilling the battery unless it is filled too often.

SOME FLORIDA DEALERS

These two Packard dealers in Florida have done a very nice job of identifying themselves with Packard. The Trammell Motor Company of Fort Lauderdale is on the left and the Cuthriell Motor Company of Miami on the right. At the bottom of the page we have lined up at the left Mr. Marks of Packard Miami and his staff; in the center Mr. Bell, Service Manager at Fort Lauderdale and his staff; and at the right Mr. Massey, Service Manager at Cuthriell Motors and his boys.





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