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SERVICE MANAGER'S CHECK LIST!

A short time ago all General Managers received a Service Promotion Check List. They are probably busy with it now.

You, too, want to make sure everything is being done both to hold and to increase service volume.

There is business to be had, but you have to go out after it. You have to keep after it. You may be busy today but let's think of and plan for more than just today.

Sure, it takes a little time to make these inspections but they not only give you work for today—they point out work for tomorrow.

One distributor reports making 93 inspections which brought in \$1,583.67, an average of \$32.99 per car. This was the "Urgent" work. How much of the "Important" and the "Desirable" work can you get in with persistent follow-up?

When you go after this "extra" work you are talking to the owner about work his car needs, work you have already told him about. You can call him or write him about his car and the work it needs. It's much more effective than a general letter about something he may not need or may have had done recently. Go after this "Car Health" business—it pays!

In addition, check each of these items. Be sure they are all working for you, all the time. Do more than check them. See that some extra push is put into every one of them.

HOW TO GET OWNERS IN FOR SERVICE

- Clean space with friendly atmosphere.
- Set monthly quota on labor, parts, accessories.
- Complete, accurate, follow-up system.
- Use owner list as "Prospect File."
- Use folders and letters.
- Use Reminder Post Cards.
- Use Telephone for definite suggestions.
- Use specials—seasonal and timely.
- Use window signs on Wartime Service Plan.
- Use Service Associate Plan—
 - Hotels, garages, parking lots, etc.
- Pay commission for owners not in for over 90 days.
- Have all employees go after business.
- Use a tire company "Longer Life" plan.

WHAT TO SELL

- Sell the complete War Time Service Plan
 1. Monthly Protective Service Contract
 2. Car "Health Check"
- Sell appearance items.
 - Touch-up, painting, washing.
 - Floor mats, seat covers.
- Sell Tire Service.
- Sell Pick-up and deliver as an added service.
- Sell Repair work on time.
- Sell Parts and Accessories by open displays.
- Sell wreck and insurance work.
- Sell Blue Coral Treatments.

A JOB FOR A SALESMAN

Dealer "A" decided to try out the "Car Health" plan. First, however, he decided that the factory suggestion that the inspection be a thorough one was unnecessary. Next he decided to sell one himself. Then he could tell the boys out in the back how it should be done.

He went out to the Service Department and found Mr. Jones, a customer, waiting for his car which was on the lift, having a lubrication job performed. He approached the customer in this way:

"Good morning, Mr. Jones. You will be interested in this new plan we just received. It's called a Packard 'Car Health' Check—it's a sort of inspection. It will only take a few minutes as long as your car is in here and it's free. What do you say we give your car a 'Health Check.'"

Mr. Jones thought to himself, "Oh, Oh, here's another plan for looking a car over for something to sell me. It's running all right and I'm not going to spend any more money on it. Besides, if this inspection only takes a few minutes, I can do all the walking around the car and inspecting that it needs." To the dealer Mr. Jones said, "No, the car's running all right. I just want it lubricated."

And dealer "A" decided that the "Car Health" inspection plan wasn't much good.

Dealer "B" decided to give the "Car Health" plan a try. He sat down and figured out what there was to the plan that would appeal to the customer. He, too, decided to try out one on a customer. He went out in the Service Department and approached Mr. Smith, a customer who had just driven in. His talk went something like this:

"Good morning, Mr. Smith. This wartime driving is getting to be something of a problem, isn't it? We have decided that we can be a lot of help to you owners in prolonging the life of your car. We, of course, have a very good reason for wanting you to continue to be very much satisfied with your Packard. While we aren't doing much about selling new cars right now, we will be in the new car selling business again one of these days, and we figure that our best bet is to make sure that every Packard owner stays happy about his car. We have a sane, sensible plan to make Packard cars last longer. It's called a 'Car Health' check. We will need the car for about half a day and we can inspect it thoroughly. We list what should be done now in the 'Urgent' column. Then we

make a separate list of what we call 'Important' work. It's work that should be done soon—a sort of a 'stitch in time' idea to save you more money later on. Then we make a third list of what we call 'Desirable' work. This, too, is work that will make the car last longer or look better or drive more comfortably, but it's work that doesn't need attention right away. It keeps both you and our Service Department posted on the condition of your car so that we can give you the benefit of our service experience.

"Right now we have plenty of good skilled mechanics and so far we have been able to keep our parts bins pretty well filled.

"This Car 'Health Check' is the real answer to making your car last longer. If you can spare your car for a half a day, right now would be a good time to take advantage of this no-charge service."

We won't carry the story any further. We'll just leave it up to you. There are a couple of morals here. When you adopt a plan, adopt the whole thing, and once adopted, put the same amount of intelligent selling effort into it that you would on any selling campaign if used up in front. Keep in mind that service is a new car sales tool that you are using today for tomorrow's new car sales as well as for today's and tomorrow's service volume.

ANOTHER WAY TO GET BUSINESS

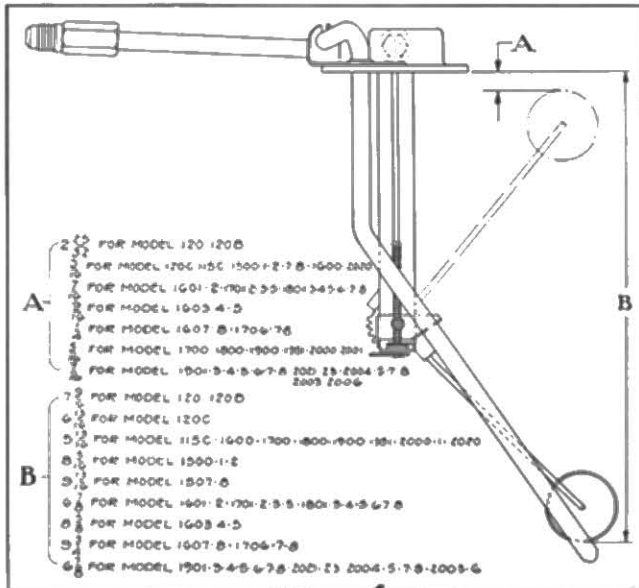


The distributor in St. Johnsbury, Vermont has found that a very simple way in which to increase his service volume is to go out after it and literally bring it in. He says that this is a matter of having the proper equipment and the proper connections such as Automobile Club and State Inspection arrangements. They report that with the equipment as shown, the results have been quite satisfactory.

GASOLINE TANK GAUGES

The control type of gasoline gauge makes use of a float mechanism operating a rheostat in the head of the tank unit.

Due to the necessarily fragile construction of the tank unit it is impossible for us to guarantee that these units shipped from service stock will not be bent in handling or shipment.



Before making the installation of a tank unit, it is necessary that the cork float at the bottom of the wire arm be properly located in order that a correct reading may be shown, and this illustration indicates the distance from the top of the tank to both the top and the bottom of the float.

ANOTHER DEALER USES "CAR HEALTH" CHECK

A letter from the Packard dealer in Wichita Falls, Texas is that the "Car Health" check program was explained to him in detail and actually put into effect by Mr. Minnick of the Dallas office. He writes that he is not only pleased with the assistance and cooperation given in getting the plan into operation, but that the results have been very satisfactory.

Nineteen new customers came to the service station in three days and several hundred dollars worth of parts and labor were sold. They are still doing work that was sold on the "Car Health" inspection.

During 16 years as an automobile dealer, he has used several different promotional programs and he says that this was the most successful in all his experience.

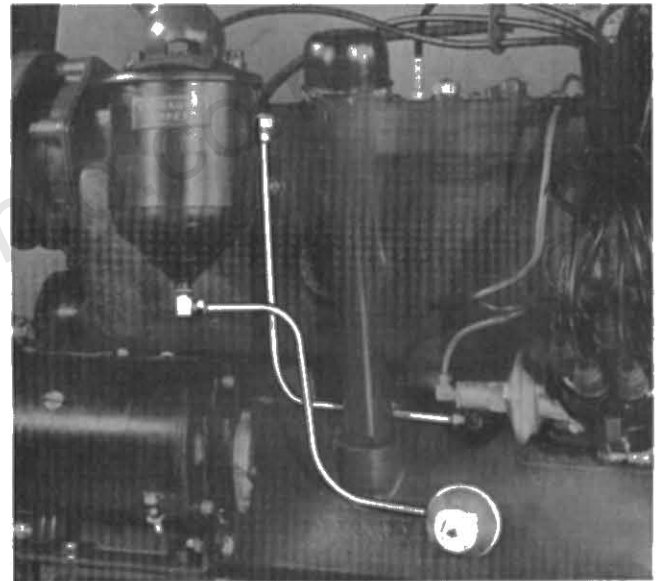
PAPER CAR COVERS

We have had some requests for car covers and have endeavored to obtain a source of supply.

Your particular new-car storage problem may call for a cover, or you may have some requests from customers. We have found one manufacturer who is in a position to supply a paper cover which is made of heavy moisture-resistant Kraft paper. The cover will completely cover the car from bumper to bumper and below the fender line. These are available at the following prices: 1 to 10 covers—\$1.78 Each; 10 to 50 covers—\$1.71 Each; 50 to — \$1.68 Each.

The prices given are net, cash with order, F.O.B. Order from the Westervelt Paper Co., 601-603 North Church Street, Decatur, Illinois.

PUROLATOR CONNECTIONS



The purolator mounting bracket must be kept perfectly tight.

If the bracket is allowed to become loose it will permit the purolator to shake, and this movement is apt to cause serious trouble. It is apt to develop leakage in the lines running to and from the crank case, at the unions at either end.

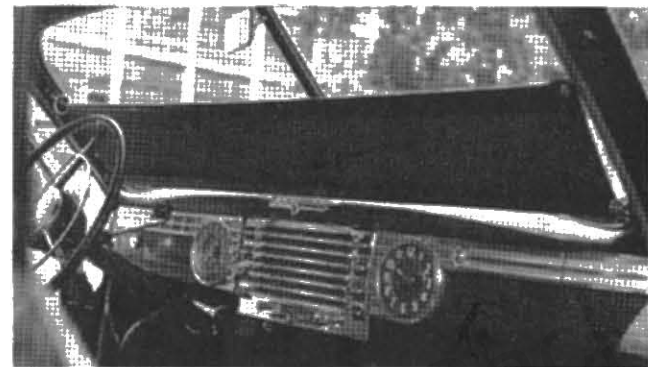
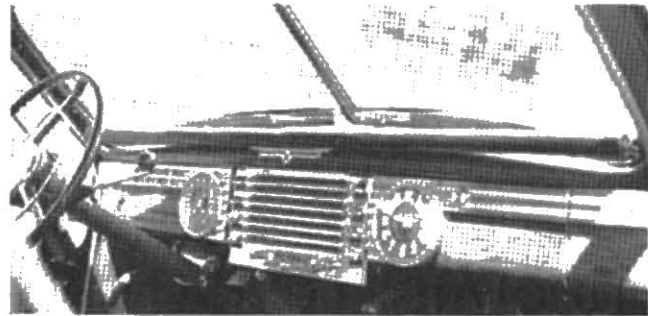
Some times the union connection may simply loosen, but in some cases the movement causes the end of the tube to crack and to fail. It may result in a burned up motor before the owner realizes that he has lost his oil pressure.

If the purolator is tight and if there is no movement between the purolator and the cylinder block there will be no strain on the pipe connections and no danger of failure.

SUN SHADES

It seems that some customers do not enjoy combining a sun bath with their driving in hot weather. The sun area is greatly increased in the modern design body with sloping windshield and rear windows over the more vertical type used in older designs.

"Jim" Deacon, Factory Service Representative, found himself in this group of owners and decided to figure some way out. With sun visors



at the front and venetian blinds at the back, he still had more sunlight than he wanted. Being of a practical turn of mind he stopped at a hardware store and bought an ordinary curtain roller, a couple of key rings and two pieces of wire. Then he stopped at a trim shop and had the trimmer put a piece of top material on the roller with a regular wooden strip sewed in the opposite end. Then he went to work himself. He took a couple of ordinary brackets for mounting window shades, made up a couple with slightly longer flanges. He bent the flanges to fit and neatly fastened them as shown in the picture at the lower corner on the inside of the windshield. He removed the spring catch from the curtain roller so that he would have tension on the curtain when it was in the open position. He found that this mounting left a small opening at each corner due to the curved shape of the dash but this didn't let enough sunlight in to bother.

He experimented with the curtain open until he found a position that just suited him as far as keeping out the sunlight and still making sure that he had enough opening so that his

driving vision was not at all impaired. When this position was found he drilled two small holes and worked out two very simple wire hooks. These you will notice, catch the key rings and hold the curtain in the up position. When the device is needed, it is quickly unfastened and rolled up along the dash where it is not too noticeable. By using a brownish shade of material which would approximate the color of the dash trim, an installation can be obtained that does not too seriously mar the appearance and will be found quite practical as a sun shade.

The idea sounds and looks pretty good. It is not an item which can be made up for sale by the factory. However, there may be some customers who would appreciate knowing about the idea, and it might be offered just as a suggestion as to what can be worked out to meet the condition of too much sunlight.

WHAT OTHERS ARE DOING

We notice in the May issue of the NADA Bulletin, a letter to car owners sent out by an Oldsmobile dealer.

We have received permission from the NADA to republish the letter as issued by Mr. Walker, the Oldsmobile dealer in Jackson, Michigan.

"THE WAR AND YOUR AUTOMOBILE"

Dear Customer:

From your radio and your newspapers you have been made familiar with the restrictions placed on Automobile Dealers and the difficulties we have ahead of us for the duration of the War.

During the past 14 years we have been your Oldsmobile Dealer and it is our intention to carry on in the same capacity until such time as restrictions or lack of business prohibits our operation.

RESTRICTIONS is a government matter but LACK OF BUSINESS is a matter concerning you and your car.

We carry thousands of dollars worth of Repair Parts and Accessories for your car in addition to special Machinery and Experienced Mechanics to do the work on it. In order to make all of this practical and worthwhile, we of course must have your cooperation. In other words, we need you to make our future existence possible and you need us to keep your car running. You may feel that it is easier for you to run in to the corner gas station for your OIL, TIRE, LUBRICANTS, WAX, POLISH and NEOPRENE even though it costs you the same as we charge you but when you do this, you are lessening our chances of staying open. You may say to yourself, why should I be concerned as to whether he stays open or not? Here is the answer:

If we go out of business, it would be impossible for the factory to secure another dealer in our place until the War is over because no individual in his right mind could think of making an investment in a dealership with the LOSSES that's ahead for our kind of a business. This means if something happened to your car, you would be unable to secure Repair Parts without experiencing delays of weeks and possibly months as gas stations and small repair shops do not carry these items. When you bought your car, one of the main things you were interested in was that the Dealer was equipped to give you the kind of SERVICE you wanted when you needed it. From now on you are going to need us more than ever as your present car must be kept going. A new one will not be possible until all of this is over with.

Our place is as close to you as your phone. DIAL 6176 AND WE WILL DO THE REST.

Yours for GOOD SERVICE,

We think that it is a particularly good letter. We believe that customers like this type of approach to their problem and to your problem. This dealer has shown an unusual increase in service volume. Probably a large part of it is due to this letter.