

VOL. 17, NO. 6

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THE SATISFIED CUSTOMER

Everybody in any kind of business is working hard on the problem of holding customers.

Concerns which can not deliver their peace time product are spending money to tell their customers how to make their particular product last and serve them until replacements are available.

Newspaper and magazine ads are telling customers how busy manufacturers are on war orders which of course are more important in the war effort than their former products.

The automobile business is no exception except that we can do more than tell people how to make their cars last longer—we can actually help them do it—or better yet we can do it for them.

What does hold a customer and make him want to come back? He wants to be satisfied with what he buys and with the way you sell it. That, in fact is the purpose of any selling—to satisfy the customer with what you sell and the service you render.

Let's assume that the parts you sell and the way you install and adjust them are satisfactory. If a customer gets that why isn't he satisfied. He may be and he may not be, depending on what goes with the sale in the way of service.

You may buy a pair of shoes but if they are not carefully fitted or a number of styles offered for selection or the package isn't done up neatly or you had to wait too long for attention, the

sale would not satisfy you regardless of how much you liked the shoes. The same thing applies to any buying including the buying of repairs.

The average customer wants three things in the way of service along with what he is buying. 1. Interest. 2. Courtesy. 3. Intelligence.

In the way of interest he wants a prompt greeting and the feeling of undivided attention on your part. He wants some careful listening from you.

In the way of courtesy he wants your greeting, attention and listening to be sincere, patient and appreciative. Courtesy must be shown both by your general attitude and by your expression.

In the way of intelligence he wants you to know your job—you must know from what he tells you and from your inspection what he needs. He wants you to use selling points that help him decide what to buy. To satisfy your customers you must have what he wants to buy in the way of parts and labor.

You must wrap up each package carefully—place your merchandise in a neat box called "Interest." Wrap it carefully with a good grade of paper called "Courtesy." Tie it securely with a strong string called "Intelligence." You can then deliver your merchandise with the assurance that it will satisfy your customer.

Satisfied customers always come back.

ELECTROMATIC CLUTCH ADJUSTMENT

We have recently found several cases in which an erratic performance of the electromatic clutch has been caused by the sticky condition of the spool rod and the sleeve in which it operates.

If the spool is sticky the engagement will be very severe when the unit is cold and will become softer as it warms up. Of course the electromatic adjustment is always sharper when it is cold but the effect is exaggerated and lasts much longer if the spool rod is sticky.

The spool rod, as you know, operates inside the sleeve which is connected at its rear end to the vacuum diaphragm. Both the rod and the sleeve must be able to travel freely. The black deposit which causes the sticking usually collects on the flange at the rear end of the spool and the cleaning of the spool is generally all that is necessary.

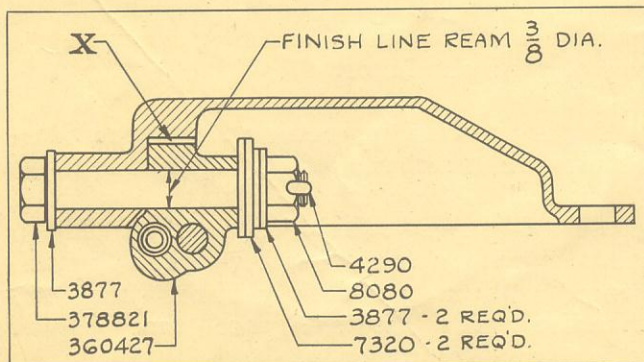
Occasionally the deposit may form on the inside of the sleeve and if the cleaning of the spool rod does not do the job the sleeve also must be removed so that it too can be cleaned.

The spool and sleeve should never be lubricated.

TRANSMISSION COVER INTERLOCK

Every service station (we hope) knows that the interlock block in the transmission cover must be held firmly in place if the gears are to shift properly.

If the bolt hole in the block is worn oversize or out-of-round the tightening of the nut is not enough to hold the block in position. In this case you should line ream the cover and the block to $\frac{3}{8}$ ", clamping the block in place for this operation. A $\frac{3}{8}$ " bolt, piece No. 378821, can then be used.



You will note that the new bolt is longer than the smaller bolt which it replaces. For this

reason it is built up with washers, as illustrated, so that the nut will be properly located with relation to the cotter pin hole.

In checking the condition of the block you should note the fit between the tongue on the upper face of the block and the groove in the transmission cover. (Point "X" in the illustration.) If the block has been loose, the tongue and groove may be worn so that they do not locate the block properly. In this case, or if the hole in the block is so badly worn that it can not be reamed, the block should be replaced.

You can order separately any parts you need, as shown in the illustration, or you can get all of the parts by ordering under a new equipment number:

382652—Transmission shifter interlock bracket equipment.

Here then, are the three ways to do the job:

1. If the block is not worn, simply tighten the bolt nut.
2. If the block is loose in the bolt, ream the hole and use the oversize bolt.
3. If the block is too badly worn to use again, use a new block, reaming the cover and block to fit the oversize bolt.

RESULTS FROM NEWS AD

Packard-Springfield reports seven jobs sold from this ad, and twelve jobs pending. Maybe you will want to try it.

PACKARD

Motor Reconditioning Special

\$63.75

Clean Carbon—Grind Valves—Tune Motor.
Renew Piston Rings.
Renew Piston Pins.
Renew Connecting Rod Bearings.
Oil Test Main Bearings.
Chamfer Cylinder Bores.

All "Sixes"\$63.75

All "120's" 73.95

Prices Include Labor & Material

Packard Motor Car Co. of N. Y.

721 State St.

Springfield

CLEANING WATER SYSTEMS

One of the most common and most expensive mistakes in motor car maintenance is the failure to keep the water system clean.

Hard water deposits and rust deposits are seldom removed until the radiator clogs and overheating results. The danger lies in the fact that often these deposits are corrosive in their action and are particularly active in attacking the radiator core. By the time overheating has developed, serious corrosion may also have developed.

All of you have had the experience of cleaning a radiator to correct overheating and finding that the removal of the scale opened up so many holes in the core that it had to be replaced. |

At the present time, it is particularly necessary to take good care of radiators. We have little doubt that before war restrictions are removed there will be a definite shortage of radiator cores and many cars will be retired from use because their radiators are beyond repair and replacements are not available.

It is important, therefore, not to put off the cleaning of the water system until the overheating of the motor makes this attention necessary. It may then be too late. The scale and rust should be removed before the radiator core and other parts are badly corroded.

Unfortunately it is not possible to set up a time or mileage basis on which the water system should be cleaned. If soft water is used in the system, if a rust preventive is used in the water and if the anti-freeze contains a good inhibitor, the system will stay clear and clean for a long time. On the other hand, it may clog in a comparatively short time if conditions are not favorable.

The presence of a rust or scale deposit in the radiator filler pipe and the presence of rust in the contents of the water system are the best indications that the system should be cleaned. It should be easy to convince any owner that the operation should not be postponed until trouble develops.

A cleaning compound to be effective, must be able to attack both the hard water scale and the rust deposits, because either or both may be found. As a convenience to the field we are carrying in stock Sovereign Radiator and Engine Cleaner, since this is a compound which we have tested and with which we are familiar.

It may be obtained through our Service Parts Division. (Trade Letter T-3143 TL-337.)

Don't forget to add a rust inhibitor when the system is filled with water. (All good anti-freezes contain inhibitors). The increased heat which develops in warm weather driving increases the tendency to deposit scale in the system, and the motor should be provided with *year round* protection. The Packard Rust Preventive is the simplest and easiest way to provide summer protection, and it should be used.

HOW A GOOD SERVICE SALESMAN SELLS—

STEP No. 1

Two things get customers. The goodwill and reputation of the local concern and advertising. Advertising in the larger sense includes advertising, direct mail and its follow-up.

Let's assume that both of these are receiving the continuous attention they deserve under today's conditions. If they are you have customers.

The first step in selling is meeting the customer. There is only one way to do this and that is to consider each one a guest—that's what they are. It's courteous to greet guests promptly—leave your paper work and your discussion with fellow employees and greet customers promptly—greet them pleasantly—show by your attitude you are alert and eager to serve. Show an interest in helping

If you know the customers' name use it—otherwise say simply "Good Morning," or "Good Afternoon" and smile—"May I serve you" or "May I help you?" are also good. If it's very evident what the customer wants say something that will serve to get the sale started. The car may have been in an accident or the window glass may be broken—your comment will show both alertness and interest. Whatever your greeting is, get a smile onto your face and into your voice

If you are busy with another customer or talking on the phone, excuse yourself long enough to take time to recognize the newly arrived customer with a smile and a word of greeting. Make him feel welcome and that you will be with them as soon as possible.

Give yourself the advantage of a good start. The greeting is the first step in selling and its' an important one. Step 2 will be in next issue.

YOU NEED A QUOTA

CPS 99
PRINTED IN U. S. A.

SERVICE MANAGER'S DAILY GUIDE SHEET

CUSTOMER LABOR QUOTA THIS MONTH \$ _____

CUSTOMER LABOR QUOTA PER DAY \$ _____

NO. REPAIR ORDERS TO MAKE MONTHS QUOTA _____

| D A T E | CUSTOMER LABOR SALES 1 | NO. CUST. REPAIR ORDERS 2 | AV. PER CUSTOMER REP. ORDER 3 | COM'L. CAR & TRUCK LAB. SALES 4 | INTERNAL LABOR SALES 5 | TOTAL LABOR SALES 6 | LUB. JOB SALES 7 | LUB. |
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THE REYNOLDS & REYNOLDS CO., DAYTON, OHIO

NO. OWNERS IN FOLLOW-UP SYSTEM 1ST OF MONTH _____ NO. _____

CPS 98
PRINTED IN U. S. A.

**MONTHLY AND YEARLY
SUMMARY AND COMPARISON**

DEALER _____ ADDRESS _____

| MEMO | SUMMARY OF | JAN. | FEB. | MAR. | APR. | MAY | JUNE | TOTAL 6 MONTHS | LAST YEAR FIRST 6 MONTHS | % COMPARISON INC. DEC. |
|------|---------------------------------------|------|------|-------|------|------|------|-------------------|--------------------------------|---------------------------|
| | NUMBER CUSTOMER REPAIR ORDERS | | | | | | | | | |
| | CUSTOMER LABOR SALES | | | | | | | | | |
| | LABOR VALUE PER REPAIR ORDER | | | | | | | | | |
| | NUMBER CUSTOMER LUBRICATION JOBS | | | | | | | | | |
| | NUMBER CUSTOMER WASH JOBS | | | | | | | | | |
| | NUMBER OF LUBRICATION AGREEMENTS SOLD | | | | | | | | | |
| | | | | | | | | | | |
| MEMO | SUMMARY OF | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | TOTAL 6 MONTHS | LAST YEAR LAST 6 MONTHS | % COMPARISON INC. DEC. |
| | NUMBER CUSTOMER REPAIR ORDERS | | | | | | | | | |
| | CUSTOMER LABOR SALES | | | | | | | | | |
| | LABOR VALUE PER REPAIR ORDER | | | | | | | | | |
| | NUMBER CUSTOMER LUBRICATION JOBS | | | | | | | | | |
| | NUMBER CUSTOMER WASH JOBS | | | | | | | | | |
| | NUMBER OF LUBRICATION AGREEMENTS SOLD | | | | | | | | | |

Actual Size of Forms 8 1/2" x 11"

It is a simple matter to work up service quotas. The rule says to review the sales figures for a period of three months. Maybe your accounting department doesn't keep the records in such a way that this is possible. Take the last three months' repair orders out of your file and put them in three piles.

Now get yourself a piece of paper and make 4 columns. At the top of the first column make a heading "Number of Orders," next "Labor Sales," next "Parts Sales" and the last column "Accessory Sales."

Take the first pile of repair orders, count them and put this number in the first column. Now go through them and add up the amount of labor sold, then the amount of parts sold, then the miscellaneous and accessory sales. Put these figures in the right columns on your paper.

Do the same thing with the second pile and the third pile. Now add up each separate column.

Divide each of these by three and add 10%. You have a quota for next month. Divide by

the number of working days in the month and you have a daily quota.

The next thing is to find out how close you are coming to them each day. The easiest way to do this is to use the Service Manager's Daily Guide Sheet, form No. CPS 99.

Your daily sales figures, of course, are taken from the repair orders after each day's work is completed. As the entries are made in the proper spaces, you can determine each day just how you stand with the quota for that particular item.

The Summary Sheet CPS 98 supplies spaces for accumulating the figures each month for a year and permits comparisons on either a dollar or a percentage basis.

CPS-97 Service Guide Sheets—daily 15 for 35¢

CPS-98 Service Guide Sheets—

Summary

2 for 15¢

Order from The Reynolds & Reynolds Company, Dayton, Ohio.

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