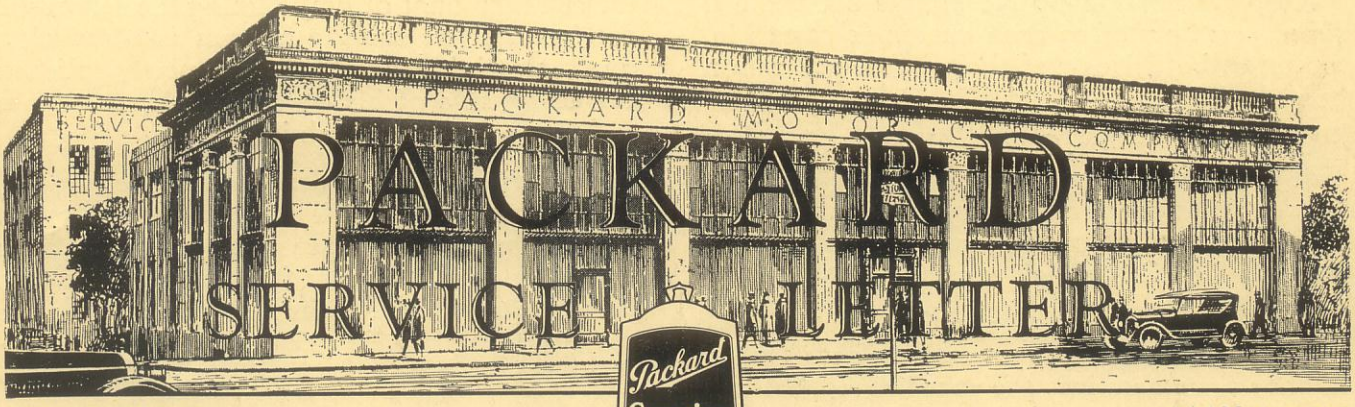


VOL. 17, NO. 9 MAY 1, 1943

CUSTOMER RELATIONS

Most service managers have in the past few months been so busy trying to get repair work into and out of their shops that they have had no time to use the carefully planned routine they built up for handling customers.

Yet no one recognizes the danger in a let up in the number of service customers as well as the experienced service manager. They know only too well the dangers in short-changing the customer on the essentials of good service salesmanship.

They know the danger in partially-sold jobs that wreck friendly customer relations as quickly as a poor repair job. They know how incomplete inspections of finished jobs and half written repair orders and unfinished diagnosis of troubles build up complaints and lose customers.

Before the emergency the experienced service man knew he had to thoroughly diagnose the customer's report and the mechanical condition of the car. He knew he had to sell the owner on the necessity for the work he recommended and the price of it. He knew he had to check the shop for a promised time for delivery. He knew he had to check progress on the job and inspect the result the shop gave him. He had to see that the car was clean and the invoice ready at time of delivery. He thanked the owner for the work.

From long experience he knew there was no short cutting of these steps to assure good work and happy customers. But who has had time to throw in these necessary trimmings?

For some sections of the country, the "worm has turned" and shops are not so full. This may happen in other sections and it will be wise to be ready for it.

The fellow who thinks there will be plenty of time for planning after the customers are gone is like the fellow who winds and sets his alarm clock after he gets up in the morning.

The future of your business depends a great deal on the attitude your customers will have towards you as a result of the service he gets or doesn't get during the emergency. If the type of service he gets now leaves a bad taste in his mouth, a great deal of the hard work you are now doing will be lost.

Even with the present rush of business, there are a number of things to be done to keep customers friendly.

What are manufacturers doing who have nothing to sell? They are advertising as much as ever, not to sell, but to explain their reasons for having nothing to sell. Maybe you should do the same. It's possible your customers do not understand your predicament. They see you doing business in the same old place, but the results are not the same. Don't take for granted he knows why—tell him!

The first step in protecting your customer relationship is to dust off your follow-up file. If you ever needed it to retain friends and customers, you need it now. Because you are so busy, it must take the place of personal calls and 'phone calls.

Keep your follow-up file simple but make it show you how often each customer comes in, the miles he drives and the type of gas ration book he has.

Use Reminder Post Cards and plain post cards. Tell your costomers why your shop is crowded but that you want to retain his business. Explain your appointment system and tell him it will save him time. Use mail regularly.

The second step is to get the Appointment Sheet, Form D30-B into operation—get as many of your customers into the appointment habit as possible. They save his time and assure better work. They help you level off your work and make it unnecessary to turn down work.

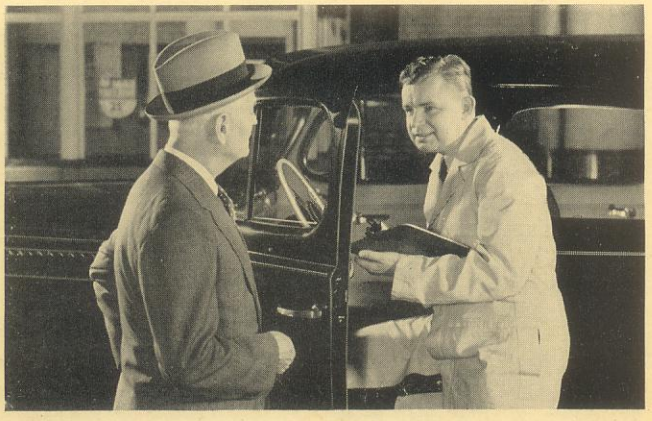
This sounds like more work but it's simple. All it amounts to is recording customer visits that he has made on your follow-up and recording visits he wants to make on Appointment Sheets. It's easy to get help for this type of work and it will give you time for shop management and other duties.

The results of these two simple routines put back into operation will mean healthier business and happier customers. They are the answers to your problem of satisfactory customer relations.

HOW A GOOD SERVICE SALESMAN SELLS SERVICE—

STEP No. 4

Step No. 4 is selling. Selling is helping the customer decide what he should buy. If you have greeted your customer correctly, have found out what he wants or needs and you know what it will take to satisfy those needs, the next step should be easy.



If the customer's needs can be shown, use the demonstration method. For instance, showing the small amount of brake lining life left or the results of rivets ruining a drum is convincing on a brake lining job. Showing a newly polished car along side of his covered with road scum and dirt helps sell polish jobs.

If it's a job you can't demonstrate, be sure and choose points that will interest the customer. Selling a motor tune up to an electrical engineer would be quite different from selling one to a lady customer. Point our definite reasons as to why the thing you have recommended will produce the desired result. Answer questions definitely.

Don't be too positive, but show enthusiasm about your recommendation and the workmanship and material you are going to have used.

Avoid all arguments and don't be over insistant. Sell the price and the reason for it. Most customers will buy quickly when they have confidence in you.

Confidence is built with a cheerful and sincere manner. Show customers you have an interest in their problem. Keep an alert, enthusiastic attitude toward your work and you will find selling is not at all difficult. You can get a real "kick" out of handling the difficult customer or "licking" a tough service problem. That is selling—not just order taking.

SUN VISOR ARM AND BRACKET ASSEMBLY

The Factory Service Parts Division is unable to obtain the following Sun Visor Arm and Bracket Assemblies for the models listed:

372420—Model 1951—Body type 1401
380241—20th Sr.—Body types 1502-12-82-92
380243—20th Series—Body types 1522-72.

Replacements of these parts are due to breakage of the bracket which is attached to the body

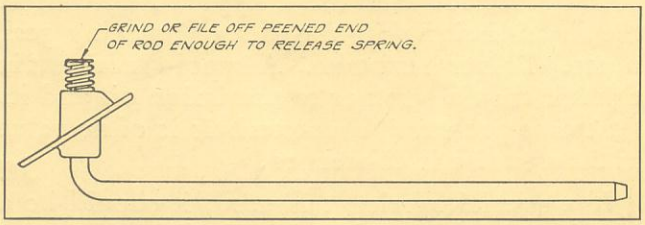
roof. We can hereafter furnish only the detail brackets under the part numbers listed:

370431—Sun Visor Bracket
Model 1951—Body type 1401

382653—Sun Visor Bracket
20th Series—Body types 1502-12-22-1572-82-92

To correct these failures, it will be necessary to grind or file off the peened end of the arm to release the spring. Remove old bracket and insert short end of arm in new bracket. Assemble spring and reflange end of arm to hold spring and bracket in place.

Detail brackets, as listed, are available for immediate shipment.



The rod will be used again. It can be removed from the broken bracket by grinding off the peened end. In order to install the rod in the new bracket the spring must be compressed, so that the end of the rod can again be peened out o hold it in place.

VALVE SPRING LOAD

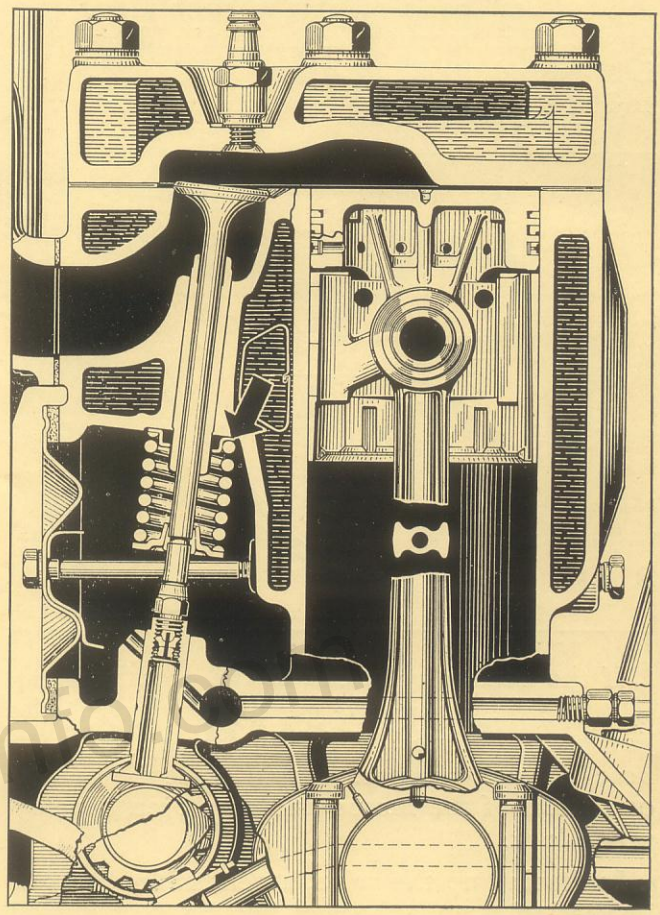
When valves are reseated, the cutting down of the seats lowers the valves in the cylinder block, and this in turn causes a reduction in valve spring load.

In addition to this, the valve springs lose a little of their load in their normal operation. A combination of the two conditions may cause the load to drop below the point where it will properly close the valves.

Many shops are equipped with valve spring testers, which can be used to check the springs against their specifications. (See Standard Sizes and Adjustments.) The use of such a tester is excellent practice, as it shows any change which may have occurred in the spring itself.

A spring tester, however, does not show any loss in load caused by the reseating of the valves, and even if the springs are O.K. in the tester, they may be too weak in the motor if the seats are low.

When the valves have been reseated, particularly when the operation has been repeated, it is a good practice to increase the valve spring load by adding a Shakeproof washer, piece No. 6805, at the upper end of the valve spring.



In those cases where the original construction includes a collar type washer or a Shakeproof washer, one Shakeproof can be added, but care must be taken not to build up the washer thickness any further. The upper end of the spring is centered by the recess in the cylinder block, and the recess must not be filled with washers to the point where it can no longer locate the spring.

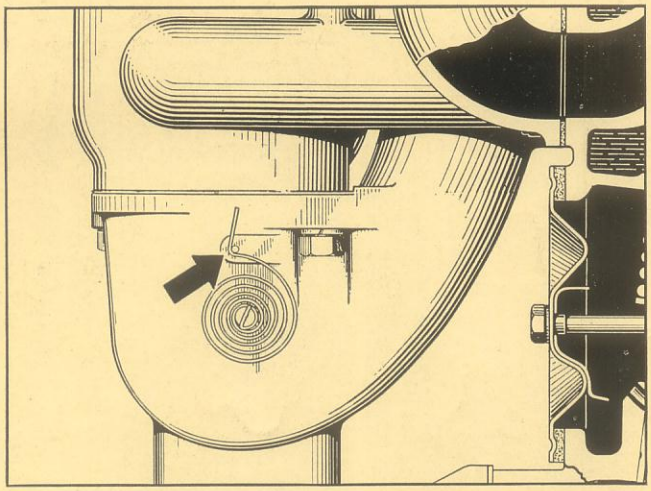
HEAT CONTROL VALVE STICKING

If the heat control valve is sticking, the motor will not perform properly. It can be checked so quickly and easily that this should be done whenever any motor work is performed.

The sticking of the valve is caused by rust. The rust develops from the condensation of moisture in the exhaust manifold, so that cars which make short runs with frequent cooling periods are most likely to encounter the condition.

This is the same type of car operation which causes rusty mufflers and rusty valves—and for the same reason. You will find that these conditions are very apt to go together.

When a heat control valve sticks, it is usually in the "hot" position, that is, with the weight down. This means that the manifold hot spot is by-passed so that the motor warms up slowly, and in cold weather runs poorly at all times.



If the heat valve sticks in the cold position with the weight up, the gas passes through the hot spot at all times. This will develop too much heat in warm weather. It will cause the ragged operation of the motor and may even develop vapor lock.

In freeing up the valve, a penetrating oil can be used to remove the rust, but the shaft should not be lubricated. A lubricating oil will carbonize on the shaft and cause the valve to stick again.

After the valve has been freed, the adjustment should be checked. This should be done with the motor cold. The thermostatic spring should then have enough tension to hold the valve firmly against its seat.

The tension can be increased, if necessary, by bending more of the free end of the spring around the anchor pin. This shortens the active length of the spring.

TRANSMISSION LUBRICANT

A winter transmission oil must be thin enough so that the gears will shift freely in cold weather.

As far as the lubrication of the gears and bearings is concerned, a winter oil can safely be used in warm weather. There are other conditions, however, which make a light oil unsatisfactory for summer use.

The tendency of the clutch to spin after it is released is resisted by the oil in the transmission and a light oil does not have sufficient "braking" effect. A spinning clutch may have serious consequences, because a rough or careless driver can easily damage the transmission gears by forcing the gears into first or reverse before they have stopped spinning. (See Service Letter September 1, 1942).

The use of a winter oil in warm weather also increases gear noise in the transmission and overdrive. The noise is most evident in cars which are overdrive equipped and is most noticeable in passing through the 20 mile range on acceleration. A summer lubricant will reduce this noise, although it will not be eliminated entirely.

Some service men use a hypoid lubricant in the transmission with the idea of reducing gear noise. This is a mistake. A hypoid lubricant is thinner than a summer transmission oil and its "extreme pressure" characteristic is of no value as far as noise is concerned.

If a special lubricant is used, it should be a highly refined straight mineral oil having a flat viscosity curve. Transmission oils of this type are rather expensive, but do not have as great a tendency to "thin out" under heat and therefore provide a quieter result.

ANTI-FREEZE RESTRICTION

The War Production Board has recently issued an amendment to Limitation Order L-51 controlling the use of "permanent type" anti-freeze mixtures.

The amended order is effective from April 1, 1943 to March 31, 1944. It prohibits the delivery of anti-freeze containing ethylene glycol for use in civilian passenger automobiles.

A passenger automobile is defined as a passenger-type vehicle, including a station wagon or taxicab, having a seating capacity of less than eleven persons.

During the above period, therefore, civilians will only have available for passenger car use, the ethylene glycol anti-freeze they have on hand. This reemphasizes the importance to the owner of preserving his "permanent type" anti-freeze. The instructions of the anti-freeze manufacturer should be followed.

The War Production Board has stated that alcohol type anti-freeze (the use of which is not prohibited) will be available in sufficient quantity for passenger car use.

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