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## Pleased Customers

TO the Service Department "Ask the Man Who Owns One" means—please the customer. You say "that's easy, fix their cars right," but you are not quite right—that is only half of the story.

The average customer takes for granted that a Packard Service Station is going to do that; and now let us see what else Mr. Packard Customer expects.

When he enters a Packard Service Station to buy anything he wants first to obtain a quality of mechanical service which is comparable with the quality of the car; he expects besides this that the service salesman will:

1. Be courteous and respectful.
2. Alert and eager to serve.
3. Attentive and accurate.
4. Efficient in his work and truthful.
5. Agreeable and smile-able.

In other words, human relations are most important in winning, pleasing and holding customers. You expect these things when you enter a store, and your customers expect them of you and should receive them.

Let us see what we should and should not do to accomplish these results. To make this clear a list of do's and a list of don'ts are given.

### Do's

1. Let waiting customers know that they will be served in a few moments.
2. Approach customers briskly but do not appear to hurry them.
3. Address customers by name and try to remember them.
4. Be careful about re-

fusing requests. Be sure of your ground.

5. Be courteous always. Hard-to-please customers are a test of your salesmanship.

### Don'ts

1. Never make false promises about delivery.
2. Never become familiar.
3. Never appear untidy.
4. Never wait upon customers out of their turn.
5. Never allow customers to wait while you are talking to other employees.

An investigation was made to find why certain retail stores were losing customers. It resulted in these surprising facts. 30% because of inefficient salesmanship; 33% because of poor service; and only 10% because of poor merchandise. A study of lost repeat

sales of Packard cars would without doubt show about the same figures and we are referring only to the service department. Over 60% of such losses would be the result of this human element side of our job. Unless service salesmen are better trained in the art of pleasing customers, and unless they are better trained as to their knowledge of Packard service, we shall continue to lose customers, all of which is unnecessary if we keep everlastingly at the job of pleasing customers which means more and more attention to the so-called little things which deal with the human element side of our work. It is these things that win and hold Packard customers.



These Don't Cost Much

"Better Service Means More Car Sales"



# Selling Parts

Given at Annual Service Meeting By B. R. HORSLEY, Mgr. Service Stores

We will give you a few suggestions—a few facts, which if carried out religiously, will help you in the operating of your parts department, increase your profits, make for better parts service and more satisfied owners.

Parts departments vary in size, but the things which will benefit the larger places, increasing their profits, make for better service, etc., will also help the smaller places.

The parts department may be a large organization with several employees and a tremendous investment in parts, a reasonably large turn-over and great possibilities to make a very fine profit, while others are much smaller, but your possibilities of increased profits, better service and more satisfied owners are just as great in proportion to the business you are doing when compared with the larger points.

Competition is forcing better parts merchandising. People are buying transportation. Wise distributors and dealers sensing this, have turned their attention to selling parts and accessories as efficiently as they sell new cars.

Let us discuss for a moment your Parts Department, the great possibilities in this department and the very important part it should play in your organization. There is a difference between a stock room and a parts department and the distributor or dealer who provides an out-of-the-way, dirty, unkept, stock room should not expect to merchandise parts and accessories at a profit. Let us get away from the old stock room idea which has always been an eyesore and dumping ground ever since the establishment of automobile distributors and dealers and know it as the parts department and look upon it as a merchandising store and set it up as a parts display room with something to sell. You have something to sell and as such, you should display it.

Among automobile distributors and dealers there are less efforts put forth to sell automobile parts than in any other line of merchandising. Pirate or "gyp" parts manufacturers and jobbers realize this and are advertising, displaying and putting forth efforts to sell parts and are cutting in on our business to an extent that it must be stopped. We must put forth our efforts and sell our parts if we are going to keep the other fellow out and believe me, he is wide awake and trying to get our business.

An attractive window display of parts and accessories is a fine sales stimulator and attracts many new customers. Many of you have had and possibly do have at present, a parts display board in your show room. The mere fact that you do have or have had one of these display boards, is a very definite indication that there are possibilities in parts displays, also the mere fact that your general manager provides space in your show room for these display boards is a definite indication and an acknowledgment that there are sales possibilities in parts displays, yet we do not carry out these displays to receive the greatest possible benefits.

A display table with loose parts which can be picked up and examined and changed often, or a show window display of parts actually taken from stock will be even more effective than a parts board in selling new cars and suggest the buying of parts. A display of this kind will attract the attention of those prospective buyers who are technically inclined and will want to know more about their cars. This also gives you an opportunity to sell customers with repair work on having new parts used. It gives you an opportunity to show your parts department and the efficiency of your organization and the resources of this department for their protection.

Think of the elaborate display you have in your parts department if it is set up and made as such and the great sales talks both for new cars and service which can be built up around this and the great possibilities you have of selling more parts and accessories and increasing your profits.

To sell you have to display, you have to advertise. How many of you ever display and actually try to sell more parts. We have, of course, to be very careful not to oversell a customer on repair work just to get to use and to sell him more parts, but there are two classes of prospects to whom we can sell more parts.

First—the garage or repair man.

Second—the owner who calls at the parts department window to buy.

We will say more about these a little later on.

When you go into a large department store, you find seasonable articles displayed. You will find bathing suits, golf bags, knickers, tennis rackets and fishing outfits displayed on the main floor, yet these are actually carried and sold elsewhere in the building. Why are they displayed on the main floor? To suggest buying and to let the public know they have them for sale. How many of you ever set up a display of parts?

The entire store just mentioned is nothing more nor less than a great big display. Everything as much as possible is placed in

shape for display to suggest purchasing. Our parts and accessory departments should be no different. Every town and every city is over-supplied with accessory stores where they sell parts, yet they are all, most of them at least, making money. Why? Because they are displaying their merchandise, they are advertising, going out after business and *asking the public to buy*.

Now, let us take the parts man. We have talked much about our service salesmen and inspectors who meet the public, but what about the parts men who meet the public. We have talked about these service salesmen and inspectors, whether they should wear white coats, tan coats or grey coats and about dolling them up, about courtesy, smiles and how to meet the public. How about the parts man? Has anybody ever tried to doll him up? He possibly meets just as many customers as your service salesmen. Has anybody ever tried to teach him the importance of being courteous, the importance of a smile, how to meet the public and above all, how to sell his merchandise?

Your parts men should know just as much about our flat rate operations as any other man in your organization and when a garage man or customer comes to the parts department window for a certain part used in a certain operation with which the parts man should be familiar, he should suggest all the other parts. Your parts sales are bound to increase.

In many places a great amount of parts business is going to the pirate trade and a large amount of repair work is going elsewhere. Why? Because we have not tried to stop it as much as we can. You have not sold the owners on your parts department and repair shop.

Your parts man should be made to realize the importance of selling, not only parts, but repair jobs. When a customer comes in to buy a new cylinder head gasket, does the parts man suggest buying spark plugs, other gaskets, water hose, etc. When a customer asks for a water pump shaft, does the parts man suggest buying packing, bushings, etc.? He hopes the customer gets the gasket or shaft and gets away from the window before he asks for other parts, for fear he will not have them in stock and have a back order.

Where does the customer buy the other parts? Down the street where they have displayed them and asked him to buy.

There are two classes of trade in which you, as Service Managers, should be very much interested. The garage or repair man and customers who buy parts from your parts window.

Why should you be interested in these? You should possibly be more interested in these than in the customer who drives into your shop, because every time they buy a part from you, it means that there is some repair work which you have lost. It means they possibly buy only those parts from you which they cannot buy elsewhere, whereas you should have all that business, parts and repairs.

Does your parts man realize what these customers mean? He should be made to realize what they mean and if he goes at it in the right way, he can sell a lot more parts and get some very valuable information for you.

In the case of the repair man, your parts man should try to find out whose car he is repairing and you should then have some special service letter which should be sent to the owner to get him to come to you. The parts man should try to find out where the garage man is buying the rest of his parts. He should keep a definite record of all garage and repair shop sales and if the volume indicates they are doing a large repair business on Packard cars, you should investigate and find out how they are doing it.

In the case of the owner, it likewise means you are losing some repair business. The parts man should find out, if possible, why the owner does not bring his car to you. If there is some misunderstanding, he will invariably tell it to the parts man. In many cases you or your service salesman should be notified and have a talk with the owner to win him over and back into your place.

There are great possibilities and lots of good business to be had from these two types of customers.

## ORDERING PARTS

Your parts man can save much money through the proper ordering of his parts. He should order just as intelligently as you would order any supplies or even purchase anything for yourself. Every part ordered costs money and every part ordered should be ordered with the thought in mind of selling it and making a profit.

This is a weak spot in your parts department and will bear a lot of investigation and education on the part of your parts men.

When ordering from the factory, be sure your orders and your telegrams are correct and explicit. Much money is lost every year through incorrect ordering, to say nothing about customers good will. Order all parts correctly to keep down unnecessary telegraph and transportation expense. Order your parts ahead and have them routed so they will be shipped in the cheapest way. Cut down on your transportation by having your parts shipped in carload with



vehicles and there will be no transportation expense. Cut down on your telegrams and long distance telephone calls. Give a little more forethought to your ordering and this can be done.

There are approximately 600 items which are very fast moving and on which quantity prices have been established. These quantities are such that every one of you can take advantage of these quantity prices and make very substantial savings and increased profits. These are listed and described in Trade Letter T-2250. The parts are billed at the time of shipment at the unit each price and at the end of each month you receive a credit for the difference in price and if you will just realize this, you will find that considerable increased profits can be had by taking advantage of this.

#### RETURNED GOODS

Interest charges on capital tied up in replacement parts is another source of considerable loss. This has particular reference to your expenditures for new material replaced, usually without charge to the owner, while the defective parts representing a similar amount lay in your or our Returned Goods Room without a claim tag or other identification.

For illustration, last month three crankcases with a replacement value of \$600.00, all belonging to one of our large distributors, were held in our Returned Goods Room for more than thirty days pending the arrival of mail order numbers and information to complete the exchange proposition now available on these units.

At 6%, the cost to the distributor for this carelessness, was \$3.00, or thirty days' interest on the purchase price of three of these assemblies. It was pure carelessness in these cases, because our Trade Letter specifically states that mail order numbers must be submitted on each claim covering crankcase and crankshaft assembly returned on exchange.

Naturally these losses do not reflect in your profit and loss statement, but they constitute very real leaks that can be plugged up.

Approximately \$600.00 worth of defective material is on our Hold Department list continually waiting for important information carelessly omitted from claims. In each case some distributor or dealer has laid out real money. Operating capital is not always easy to get and you make a hundred dollars do a lot of things for you if it is kept in a liquid form.

We have only touched on a few of the facts which pertain to our parts departments. Let us cash in on the opportunities we have to increase our profits and plug up the leaks. Display your merchandise and ask the public to buy. Cash in on the garage men and counter customer.

### The New Water Pumps

Water pumps shipped from service stock are not tested on cars. Care should be taken after installation to check the pump. The motor should be run until warm and the pump packing properly tightened before the car is released.

The pump, part No. 175739 referred to in Technical Letter 1876, should be used for replacements. The letter suggests rechecking the packing after the car has been in use a short time. You will notice that on the new pump no thrust button is used at the inner end of the shaft although the old plate is used which has the hole drilled for the button. Reports have been received that buttons have been installed in these new pumps and this should not be done.

In connection with the pumps, it is well to mention the importance of checking the tension of the fan belts for the standard  $\frac{1}{2}$  inch deflection between pulleys.

### Lubrication of Distributor Shaft

Before delivering a new car it is important to lubricate the ignition distributor shaft, particularly if the car is taken out of storage.

The shaft will give no trouble if it is properly lubricated, but lack of lubrication may cause it to seize in the distributor housing, stripping the distributor driving shaft and putting the motor out of commission.

Care should also be taken to see that this item is not neglected in handling the lubrication of cars already in service. It should have attention every 2500 miles.

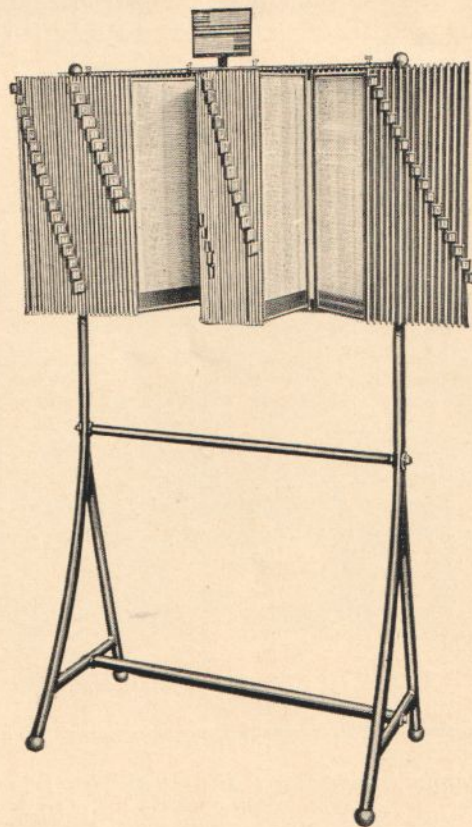
### The August Film



In addition to the Service Educational films of a mechanical nature we are submitting this month a film on Accessories. It is of value to every man in your organization. It covers not only the selling of accessories but their use and proper installation.

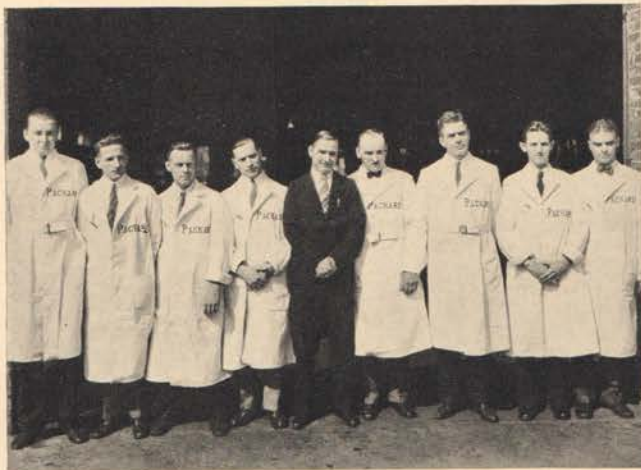
### Parts Department Suggestion

For parts location records equipment which will stand up under years of hard usage is desirable. A study of various types of equipment in actual use leads us to recommend the Acme One Line reference file. This equipment may be had on a stand with casters. Each page is made up of single line celluloid inserts. A part number may be added or removed without disturbing the balance of the file. Different type racks can be obtained to suit the size of your file, and the file may be enlarged at any time by the addition of more pages. The portable feature of the rack shown is very handy. If you are not able to purchase Acme equipment in your city write the Editor.





## Baltimore Service



We have with us the Baltimore boys properly equipped with white service coats and smiles to meet Mr. Packard Owner. Mr. Orpwood, in the center, attends factory service meetings regularly and uses factory ideas with his own to produce a high grade of service efficiently handled. Mr. Lyman, on the left, has a very neat and orderly accessory show room and parts department which deserves a good mark. We are pleased to present the boys to the Service Letter readers.

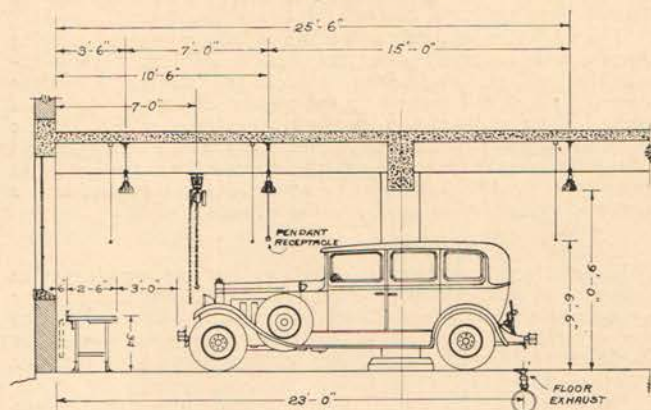
## Accessory Suggestions

Are you familiar with the latest addition to the accessory line? It is the Packard Pilot Ray Lamp. It is an accessory easily sold on the basis of convenience and safety. Its broad beams turn with the direction of the front wheels. It makes curves at night safe. The low mounting gives less reflected glare and it does not annoy approaching drivers. Higher speeds with greater safety for night driving are possible.



P A 1382 List \$38.50 installed.

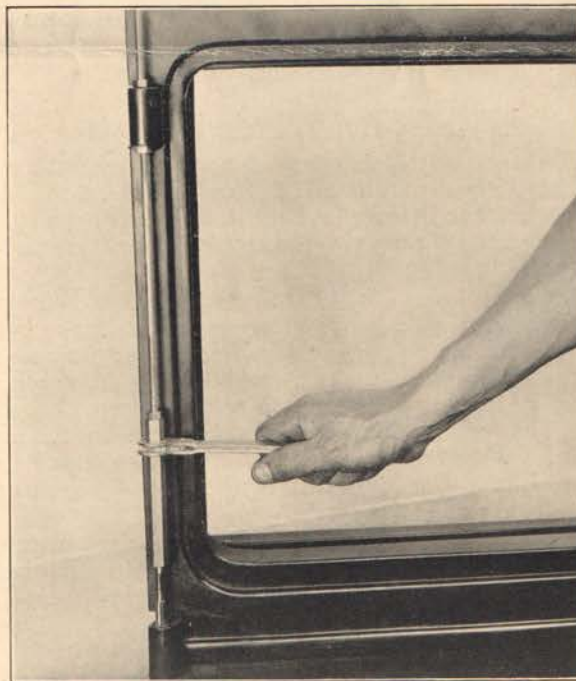
## Remodeling?



Here are some dimensions which will come in handy when you are laying out new working spaces or planning additions to your service station. A careful study of actual conditions shows the distances allowed to be most practical. If you are contemplating any changes in your building why not avail yourself of the experience of the Building Division of the Service Department? They can save you time and money.

## Hinge Pin Reamer

Tool No. S. T. 742—All Models—Price \$2.25  
(Complete with Reamer and Wrench)



The hinge pin reamer is designed especially for eliminating door hinge rattle. It is a practical tool for reaming oversize hinge pins. This tool may be used without removing the doors.

We Welcome Suggestions and Inquiries from Packard Service Men. Address All Communications Care Editor, Packard Service Letter.