

VOL. 4 No. 13

JULY 1, 1930

Instructions for the New Service Salesman

YOUR job is meeting the customer; finding out what he wants done on his car, advising him concerning the servicing of his car, seeing that his instructions and yours are properly followed out in the shop, making certain that the car is ready when you promised it, making certain that the work has been properly done before the car is delivered to him and finally making certain that his invoice is properly made out and ready when he calls for his car.

The first thing you have to do is approach the customer. This sounds simple enough, yet your success or failure as a service salesman may depend entirely upon just this one thing. First impressions are often lasting ones and may to the average service salesman seem like unimportant matters. A pleasant greeting, or an enthusiastic one, that is without appearing to be in too much of a hurry when stepping up to wait on a customer is important. To many of our customers this very thing decides definitely for him the attitude of not only the service department in which you work, but of the entire Packard company. The reason you go to one store down town in preference to another is, nine times out of ten, due to the approach of the salesman.

A slovenly and inattentive approach gives you a mighty bad start. Study your method of meeting customers; try different types of greetings, don't adopt too familiar an attitude even with those you have known a long time. Be polite, but don't "kid" them along. Just because yours is the only Packard Service Station in town is no reason for being careless, there are other makes of cars and an old customer lost is much harder to regain than a new one.

Your job is selling maintenance, so go ahead and sell it. In one department store you ask for a suit of size 36 summer underwear and the clerk wraps same up, says "seventy-five cents," you pay for it and walk out—In

another store you make the same request, the salesman shows you three or four different makes, explains the different styles and the reasons for certain kinds of cloth also the reason one kind fits better and you are told about it being preshrunk and shown the special buttons used—You walk out with three suits of BVD's at \$1.50 each, absolutely satisfied that nobody ever made a better suit; you know they are guaranteed and that you may return them if they are not just right—Besides you know something about underwear and you know just where to go when you want some shirts because that fellow sure knows his business and you feel that he will treat you right. Do you get the idea?

When you have mastered the ability to meet the owner you won't try to shun the difficult customer or appear to be busy when fussy Mrs. Jones drives in, nor will you get into the habit of "hiding out" when grouchy Smith comes in. Practise until you get the approach that suits these various types of owners and most of your troubles will be over.

The rest of your job comes easier—Keep up-to-date on all the "dope" you can find. Write your orders plainly. Test your cars carefully. Check every promise made and by all means keep on good terms with the shop foreman and the boys in the shop. Talk over your orders with them, ask them if they are coming through O.K. and if not, get them to show you where they are wrong. Never give the shop boys the idea that you "know it all." Don't get into the habit of rushing every job, the shop needs all of the time allowed to do the job right. Work with them and your jobs will come out of the shop in good order.

Sure—we agree with you—this is "old stuff" but it's not "bunk," it's good straight advice and it *works*. Give it a good try-out—and see for yourself.

The early part of September following the Master Salesmens Outing will be set aside for the Service Managers Annual Meeting—plan accordingly

*Clean up your desk and mind for neither one is fit when cluttered up
with things half done*

Suggestions

Our good friend Albert Jourdain, Service Manager of Montreal, seems to spend a good share of his time thinking up new ideas. The latest one is a red sticker about four inches by two inches in size and reads as follows:

NOTICE

THIS POSTER TO BE REMOVED BY THE INSPECTOR OF THE CLEANING DEPT., AFTER CAR HAS BEEN THOROUGHLY CLEANED. OWNERS AND DRIVERS ARE REQUESTED NOT TO TAKE DELIVERY OF CARS WITH POSTERS ON WINDSHIELDS.

BY ORDER,
MANAGER

He has designated one corner of the Service Station, equipped with a wash rack, for the purpose of cleaning up cars before delivery. Evidently all cars that go into the shop for any fairly large amount of work are returned through the cleaning department and as the customer is requested not to take delivery of the car until it is cleaned and the notice removed, he cannot help but be impressed with the idea that Montreal service is organized to please him.

Mr. _____

INVOICE ENCLOSED

**PLEASE PAY
AT OFFICE OR
SERVICE MAN**

— — — — —

We are continually striving to please our customers.

Remember we are human and mistakes will occur. When we are at fault we want to know it so that we may correct the trouble.

A. WAYNE MERRIAM, INC.
SCHENECTADY, N. Y.

PACKARD

PHONE 2-9490

A. Wayne Merriam Inc., of Schenectady uses an envelope as shown to hold the invoice on the car after it is ready for delivery. It is a good idea to tell your customers and then convince them that you are trying to please them.

The little card shown below was sent in by the Service Department at Denver, managed by Mr. Neerhood, If you do not operate towing equipment of your own, such a card circularized once or twice a year would undoubtedly bring in quite a few jobs.

FREE TOWING SERVICE

Call our service station, Tabor 1346, during the day and the Weicker Transfer & Storage Company, MAin 4929 on Sundays, holidays and at night.

We will re-imburse you your towing charge, provided we do the repair work. This only applies to wrecked autos within the city limits of Denver.

*You Want Genuine Packard Parts
You Need Guaranteed Satisfactory Work
We Furnish Both*

THE MOUNTAIN MOTORS COMPANY
131 Speer Boulevard

Another dealer in New York uses a courtesy card, a copy of which is shown.

| Courtesy | Card |
|---|------|
| <p>_____</p> | |
| <p>Thanks !</p> | |
| <p>Without charge we have done the following:</p> | |
| <p>Cleaned your windshield_____</p> | |
| <p>Filled your radiator with water_____</p> | |
| <p>Your gas tank is_____full</p> | |
| <p>Your oil is { O. K._____</p> | |
| <p>{ Needs changing_____</p> | |
| <p>{ Needs replenishing_____</p> | |
| <p>Inflated your tires_____</p> | |
| <p>CAZENOVIA MOTOR SALES</p> | |
| <p>Phone 155-J</p> | |
| <p>CAZENOVIA, N. Y.</p> | |

Our friends from Cuba use one like this. We haven't decided what this one is all about, but all of these ideas look good and we believe that any type of service literature to be effective, must be varied from time to time. Do not keep sending a form letter, nor is it advisable to

J. ULLOA Y Ca. PASEO DE MARTI 5. Habana

Muy señor nuestro (Fecha)
Su satisfacción es nuestro mayor caudal.
Nos interesa mucho saber si los trabajos efectuados en su
en nuestra Estación de Servicio el día
de recibieron su aprobación.
Le agradeceremos nos devuelva la tarjeta adjunta con sus comentarios.
Quedamos de Ud. attos. y ss. ss.

J. ULLOA Y COMPANIA.

Jefe Servicio.

use a post card for too long a period. Vary your message and the form of it, if you wish the owner to read it.

Part Number of Springs

In the May fifteenth Service Letter, Volume 4 No. 10, a list of springs with the load capacity and rate of action was given, in case you have not already noticed, the piece number of the spring can be determined by examining the metal spring cover. These numbers are stamped on the side near the eye end of the spring. By obtaining the number, you can then decide whether or not the correct spring for the ride which the customer desires is being used and this, of course, can be determined without the removal of the spring.

The Service Films

The June release of the Service Educational Film is on the subject of "Brakes." This film was made up with the cooperation of the Bendix Brake Corporation. It goes into considerable detail and is based entirely upon the subject of servicing the brakes. We are sure that you will want to see this film, and if you have not already subscribed for the film service, we urge you to do so, or if you can obtain locally the use of a projector, which will accommodate the slide film, we urge you to buy the films issued by this department. They present solutions to service problems in a very clear manner; they will improve the type of service which you are endeavoring to render and they may be purchased on a yearly subscription, being billed to you each month as issued at \$3.50 each, or you may purchase only the separate films which you feel you would be particularly interested in. The list of films to date is as follows: They should be ordered by name.

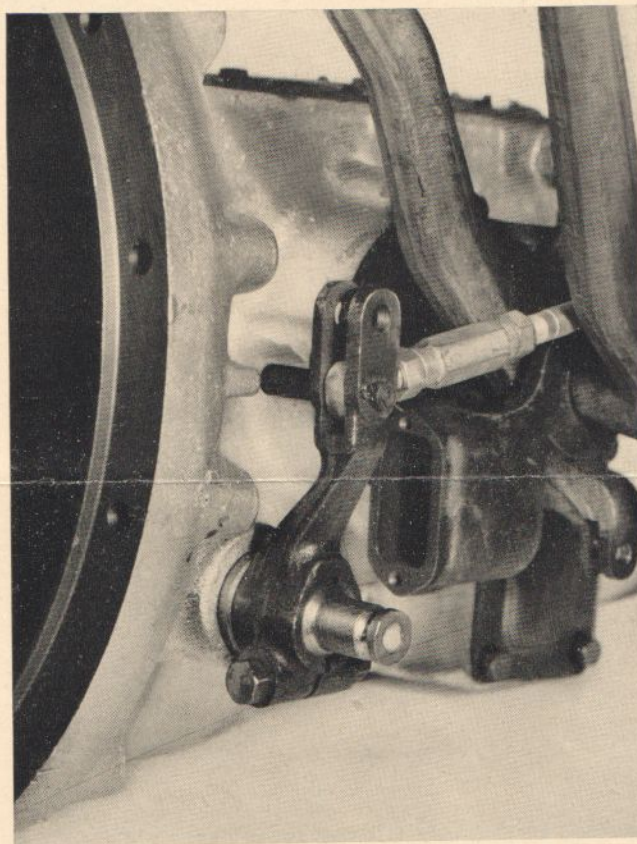
1. Front axle and steering
2. Carburetor and gasoline system
3. Shock absorbing system
4. Motor lubrication
5. Bigger profits from accessories
6. Ignition
7. Service sales
8. Chassis lubrication
9. Body service
10. Brake service.

Clutch Shifter Lever

A new clutch shifter lever has been developed to take care of the criticisms of those owners who desire an unusually soft clutch pedal.

You will note from the illustration that the new lever has a double clevice so that the link may be connected in either the upper or the lower hole. The lower hole corresponds to the length of the present clutch shifter lever so that with the link connected as shown the pedal pressure would be exactly the same as in the standard job.

By moving the pin to the upper hole the leverage is materially increased, and when an installation is made in order to take care of a complaint of excessive pressure the upper hole should be used. When this is done the operator of the car should be cautioned to watch the position



of the clutch pedal because as wear occurs the increased leverage will bring the pedal up against the floor board at an earlier mileage.

The clutch shifter lever for the 726 is covered by piece No. 183490 and the lever for the 740 is covered by piece No. 183489. The zone 1 list price is \$2.10.

Price Reduction—Loraine Light

\$22.50 instead of \$27.50 installed is the new price for the medium size Loraine Light. This reduction, backed by sales effort, should easily increase your sales of lights.

New Accessory Circulars

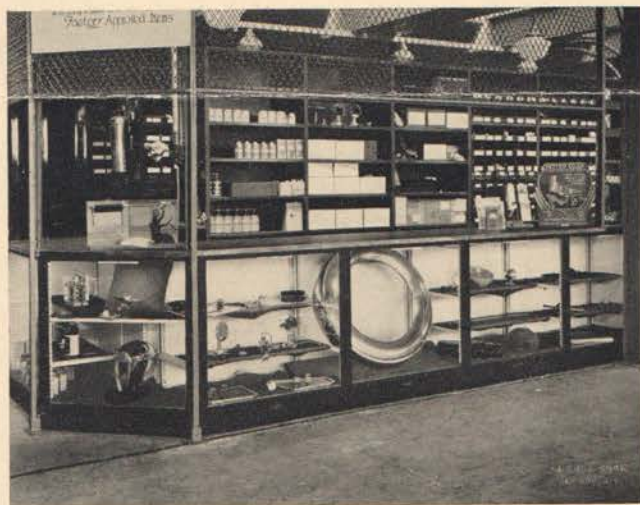
Trunk Guard —See Trade letter 2475
Radiator screen—See Trade letter 2480
Seat covers —See Trade letter 2483

Personal Mention

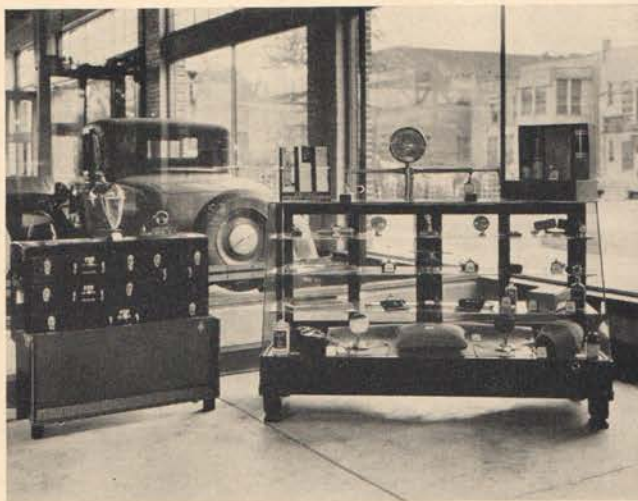
Mr. Arthur C. Roat who has been with the Packard Youngstown Organization since 1919, starting as a mechanic, became foreman and is now Service Manager. We are always glad to learn of promotions and are glad to congratulate Mr. Roat.



Mr. W. B. Deaville, Service Manager at Alberta sends us a picture of their service car. Several guesses wouldn't tell you what model it is, but we learn from its number that it is a 1909 model and Mr. Deaville tells us that it is on the job every day. With proper care and good service, we are wondering just what the actual life of a Packard car really is.



These views are from the new Service Station in Albany, were sent in by A. P. Hoag, Service Manager, the first one showing a portion of the accessory display and the other showing the counter over which parts and accessories are sold. The lighted show case is very attractive and the new bins and special bin lighting present a very attractive and business-like appearance. Also note the method of closing up the stock room. Clean and attractive displays, re-arranged and kept neat, help sell more accessories. These views may assist you in arranging your display.



We Apologize!

In Vol. 4 No. 12 we told you that this gentleman was a service salesman by the name of Lavine. We were wrong—This is manager of service sales Lavin of Philadelphia.



Get Ready!



You may think these gentlemen are playing, but we hasten to assure you that they never worked harder in their lives. They are picking up some spare change to have available for this year's annual Service Managers' Convention. We suggest that you make your plans to be here, it will be well worth your while.

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

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