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## If You Want More Business, Put Your Service Follow-Up File To Work

THERE are many dealers and distributors who are maintaining a Service Follow-up File, but there are very few who are deriving anywhere near the full benefit that can be obtained from such a file. It is not enough to merely post the repair orders and to periodically go through the file to determine which owners are bringing their cars in for service work. If this is all that your service file is used for, it is an expense which is not warranted. Such results are not proportional to the cost of keeping the record up.

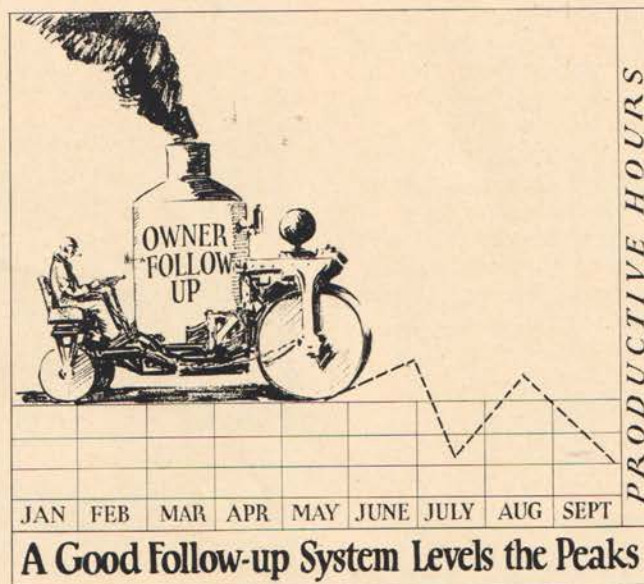
The only reason for keeping an Owner Follow-up File is to inform the service manager and the general manager as to the proportion of the potential service business in his territory that is coming into his service station. You are simply fooling yourself if you are assuming that you are getting all the business possible from the Packard owners in your territory. It is essential that you segregate these owners into two classes, those who come in regularly for service and those who seldom, or never, bring their cars in for service work. As far as the owner follow-up file is concerned, it is the latter class of owners in which you are most interested. If your file shows you at a glance just which owners are not coming to you regularly and those which are not coming at all, it is performing its correct function.

The Service Follow-up card designed and recommended by the factory does just this. It shows you at a glance which owners are coming in regularly; which ones have not been in for thirty, sixty or ninety days. This card does other things for you, but this is the prin-

cipal function of it and if it is not used in any other way, it is well worth keeping for this one picture.

At the bottom of the card, you will notice spaces for thirty-one days which enables you to individualize your service. For instance, if an owner comes in the first of the month and has a cylinder reground job done, you should ask him to come back in a week, or ten days to have the motor tuned and inspected, therefore, place a signal on the 20th of this owner's card and call him up at that time, reminding him that you are anxious to have him bring the car in for this work just to make certain that the job is satisfactory in every way. These spaces are also used to denote, for instance in the case of a doctor, that Tuesday is his office day and the day which he can best spare his car for inspection purposes, that Friday is Mrs. Smith's day at home and, therefore, she can best spare her car on that day. A little metal signal gives you this information and a note on the card completes the story, enabling you to give that individual attention, which is so much appreciated by owners.

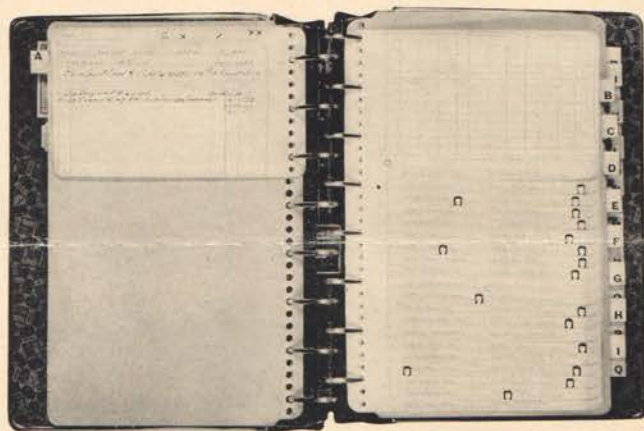
On the reverse side of the card, there is another space for assisting you in this follow-up work. As an example, these spaces are used as follows: You find that Mr. Young's car has not been in the service station for sixty days and during the first two weeks in January you sent him a form letter, designed for this purpose. The date and the form letter number is noted in the proper column on this side of the card and a diagonal line is drawn in the space indicating the first two weeks of January. The car is not brought in during the month



**"Courtesy Always Pays — And You Are Paid To Be Courteous"**



of February and upon examining it you find that in January a letter was sent out. You, therefore, call this owner on the phone during the first part of February; you make a notation to this effect on the card and another diagonal line is drawn in the space provided, which indicates the first two weeks in February. As the result of your call, the car is brought into the service station, this fact is noted on the front side of the card by inserting the date, repair order number, speedometer reading and the amount of the invoice. After this entry is made, a diagonal line running in the opposite direction to those previously made is made in the space in which the car is brought in, in this case, during the first two weeks of February. You now have a cross in this column. The card now indicates that the owner has been properly followed up and that his car has been brought into the station. On the other hand, if he had not brought his car to you in February, nor in March, you would have simply three diagonal lines in the month column on the reverse side of the card and you would know that it was time to have a personal call made on this owner, making every possible effort to determine why he was not using your service.



Now notice the three little spaces on the front side of the card which are marked thirty, sixty and ninety days, under the heading of "days since last visit." Upon these three spaces depends the successful operation of the system. Glance at the page of the Follow-up binder shown and you will notice that there are six owners who have not been in for ninety days, four owners who have not been for sixty days, and three owners who have not been in for thirty days. The remainder of the cards have no signals on them and, therefore, the owners are coming in regularly. You have the complete story at a glance and these signals give you a chance to find out why your owners are not coming into your service station, also it gives you a chance to determine what is wrong with your service and, therefore, a chance to correct these conditions. It gives you a chance to sell more service work; it gives you a chance to make absolutely certain that you are getting your correct proportion of the potential service business in your territory. This picture is worth getting and is worth money to you. Don't keep a Service Follow-up File, if it is simply an added expense and a liability. By all means keep a Service Follow-up File which will give you the picture which we have described. It means more money to you and more satisfactory service to the owners in your territory.

## Service Films



The Service Sales Films are now available and you are missing one of the best chances you have had in a long time if you do not avail yourself of this service and particularly of this film. A great deal of effort is being put into the making of these films and we believe it is the best method of instruction for the Service Salesmen and other customer contact men. It is complete in every detail and will be of much interest and of great educational value, in the training of your organization as it deals with one of the most important subjects in service work. It is an item which cannot be neglected in your efforts to give good service.

This film sells for \$3.50 and the equipment has been described in previous Service Letters. A great deal of money is spent on the developing of these films for the sole purpose of assisting you in training your men and you will be interested in knowing that \$10,000.00 has already been spent in this work and it is passed on to you at a very reasonable cost. May we suggest that you buy one film and try it out in your service meetings. We are confident that you will want the service continued after such a trial.

## From Coast to Coast



We take pleasure in presenting the personnel of the Packard-Washington Service Department. Mr. W. M. Woolf, marked by the usual cross, is the gentleman in



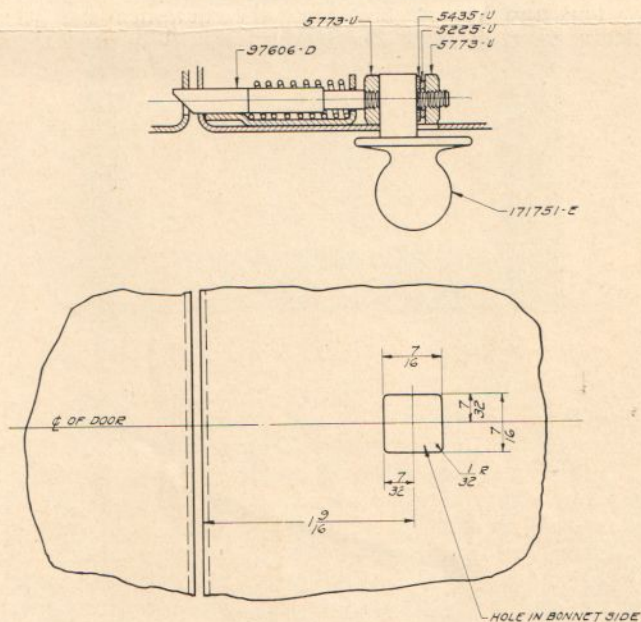
charge and while we give him credit for doing a mighty good job down in Washington, we at the same time have to admit that he certainly has a lot of good help to do it with.

Supporting the lamp post, on the extreme left, is our friend Bill Hall, Service Supervisor for the Central Eastern District. If the rest of the distributors in Bill's territory have a service personnel as able and as interested in their work as this bunch, we do not think that he has much to worry about.



We also welcome to the Service Letter the boys from Santa Monica, California. They say their service is good and our humble opinion is that they are right.

### Door Louvre Handles for 640-645 Cars



There have been some calls for a service equipment which would permit the installation of the new style outside control bonnet door handles on the 640 and 645 bonnets. This equipment has been designed and is carried in stock under part 97607. ZONE 1-\$5.70

The operations required are:

- No. 1. Remove old plungers.
- No. 2. Cut eight holes  $\frac{7}{16}$  square, as shown.
- No. 3. Install new plungers in old retaining brackets using old springs.
- No. 4. Attach handles with nuts 5773.

### Suggestions from Roadmen

**CLUTCH**—The adjustable clutch button formerly used on the rear end of the clutch shaft was discontinued on the seventh series clutch and the proper end play for the ball bearing on the front of the shaft is eight to ten thousandths and on the rear bearing, it is four to seven thousandths.

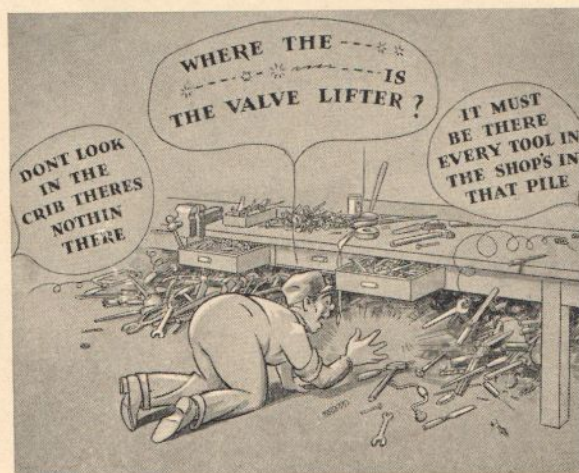
**DIFFERENTIAL BEARINGS**—When the differential is removed, or dismantled for any reason, it is advisable to thoroughly lubricate the bearings with gear oil before replacing them in the assembly. This applies also to the splined end of the axle shaft, which should be dipped in gear oil before reassembling.

**CARBURETOR**—A change has been made in the size of the aspirating tube on the 740 and 745 cars. The first design called for a size of 44, which has been changed to a drill size of 37 and this change should be made in service. At the same time the change was made, a number 12 adjusting needle was put in to replace the number 10. It is not necessary to change the needle when drilling out the aspirating tube, as the increase in the size of the hole in the aspirating tube will give a marked improvement in the result obtained at high speeds.

In making adjustments on the present series carburetor, we find that they are being adjusted too lean for ordinary road work. This is generally caused by adjusting for idling after the motor had been idled for a long time during the tuning-up period and the motor is, therefore, very hot. The motor naturally gets cooler on the road and the resulting adjustment gives too lean a mixture.

**INSPECTION**—Many distributors and dealers ask the owner to bring in his new car at the end of the first thousand miles of use, it is then inspected for squeaks, rattles and general adjustment; the body bolts are tightened during this process, but many of the most important bolts and nuts are overlooked. May we call your attention to the fact that during this inspection and adjustment, you should be sure to tighten the cylinder base nut; the equalizer tube under the intake manifold, the motor support bolts and the manifold bolts. These are important because when two metal surfaces are sealed with a gasket, the gasket is bound to settle and cause the nuts and bolts to become loose.

**NOTE**—Be sure to adjust the tappets every time after tightening the cylinder base nuts.



*Tools cost money and save time.*

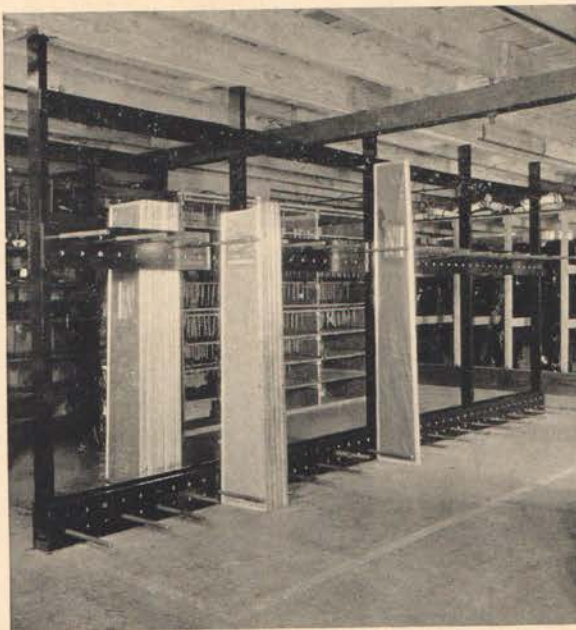


## Service Promotion



"Doc" Shaver came to the factory a short time ago from the Hill Motor Sales of Chicago and packing his bag accepted one of Jack Harrison's service territories. Being six feet, six inches tall, he and the Pullman Company just could not agree on what makes a comfortable night's sleep and so he decided on settling down in Pittsburgh. We are sorry to lose him from the Factory force, but feel confident of his success as Service Manager in Pittsburgh, and with him go our best wishes.

## Running Board Rack



Chicago sends us this picture of a very cleverly designed running board rack. The idea was worked out by their carpenter at the suggestion of Mr. Ed. Lindquist, Assistant Manager of the Parts Department and Mr. Rosen thought so much of the idea that he passed it on to us. It looks mighty good and we have detailed blue prints which may be had for the asking.

## Service Posters



No. 8 "YOUR SATISFACTION"—Poster 50c, Frame \$1.50

The No. 8 Service Poster is, as you will notice, of a general nature. It may be used at any time of the year, or left up for a period longer than one month.

You may subscribe for the poster service at any time. Separately they are fifty cents each, or \$6.00 for the set of twelve, one to be shipped and billed each month. Dealers will please handle their orders through the distributor in which case shipments will be made direct to the dealers and charged to the distributors' accounts.

The frames are now being constructed with sufficient wood in the channel so that glass may be inserted in front of the poster. We are not supplying the frames with the glass on account of breakage, but are simply making this change in construction so that if you wish to have frames with glass, the frame may be purchased at the usual price of \$1.50 and the glass can be purchased locally.

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