

VOL. 4 No. 6

MARCH 15, 1930

## Do You Sell Service?

A RECENT SURVEY made of department stores with the intention of determining some of the causes for the loss of customers or the fact that the increase of new customers was not as great as it should be, produced a list which we have changed slightly to apply to Service Stations. The general intent of each item on the list is not changed and you will notice that it applies, in a very strong manner, to Service Stations and their customers.

*The list is as follows:*

No. 1. Lack of courtesy, or inexperienced sales help.

No. 2. False promises about deliveries.

No. 3. Long wait for service.

No. 4. Carelessly handled merchandise. (Carelessness in doing the work, or in handling the car).

No. 5. Flippant, or discourteous signs.

No. 6. Being told either directly or indirectly that they are hard to please.

No. 7. Overheated, underheated, or poorly ventilated buildings.

No. 8. Idlers inside, or at the entrance of the building.

No. 9. Lack of cleanliness, or neat convenient layout.

No. 10. Lack of proper atmosphere.

There is no use repeating the statement that customers are the most important thing about a Service Station and that the more pleased customers we have, the more profitable our business is going to be. It likewise follows that in order

to have our business grow larger, we must not only hold our old customers, but win more new ones.

As long as we are in the business of merchandising, it would seem advisable to learn as much as we can about merchandising methods from those who have been in the business for a much longer period of time.

The first step seems to be to make a general survey of your business and determine just how successful you are in holding your old customers before attempting to acquire any new ones. Of course, in our line of work, new customers usually come as a result of the sale of a new car, while on the other hand, it is just as sure that many of our new customers come to us directly as a result of good service on their old cars and it is also true that many of our new customers come from the friends

of our old customers who are receiving good service. It is necessary that we continue to stress the importance of holding the old customers since it is entirely possible to reach such a point that for every new customer you get, you lose an equal number of old customers.

It is true in all sales work that the success, or failure of a selling organization depends to a large extent upon the sales people. In our business it depends upon the service salesmen and the other people who come in direct contact with customers. These service sales people can make our service satisfactory and popular. Check over your own organization on the items in the lists given and see just what changes are necessary in your

### List No. 1

- No. 1
- No. 2
- No. 3
- No. 4
- No. 5
- No. 6
- No. 7
- No. 8
- No. 9
- No. 10



How do YOU Check Up?

### List No. 2

- No. 1
- No. 2
- No. 3
- No. 4
- No. 5
- No. 6
- No. 7
- No. 8
- No. 9
- No. 10

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



own organization to eliminate the things which customers do not like.

We are now right back to the problem of human relations and this, we will all agree, is the most important factor in winning, pleasing and holding customers. All of us, who come in contact with customers, will find our work pleasant and profitable if we will work along the following lines:

- No. 1. Be alert.
- No. 2. Be courteous and respectful.
- No. 3. Be eager to serve.
- No. 4. Be attentive.
- No. 5. Be accurate.
- No. 6. Be truthful.
- No. 7. Be quick to serve.
- No. 8. Be agreeable and smile.
- No. 9. Be always neat and clean.
- No. 10. Know all about Your job.

These rules apply in any line of selling work and we should keep in mind that our principal job is selling Packard service.

### "How Complete Is Your Record?"

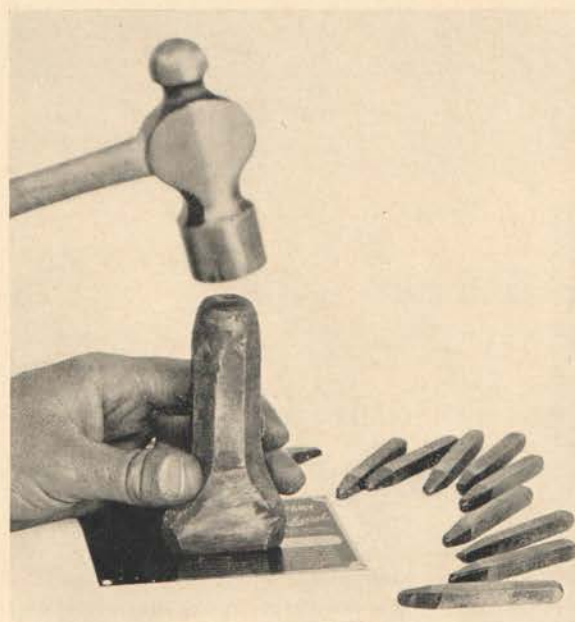
The usual way of making up a service register file is to receive from the sales department notice of delivery of a new car and from the used car department notice of the delivery of any used Packards. This list is supplemented by the names added as the result of Packard owners calling for service, but there are some cases where a Packard owner may have moved into your territory with a car purchased from some other distributor, or dealer. He may not know of your service station, or it may be that he is purchasing his service from some other place of business. It is possible that there are a good many such people in your territory. Our effort should be to get every owner of a Packard car onto a service follow-up record and in order to make certain that every name is obtained, you should get from your general or sales manager, the Packard registration list, which he obtains for sales work through the local dealer's association. If he is not obtaining such a list, a request from the local Automobile Dealers Association will give you information as to where it can be obtained. The list will contain the registrations for all cars for the month and you can pick out the names of the owners of Packard cars and check them with your service list. It would be well worth your while to check over this list each month and immediately start after any of the names appearing on that list as owners of Packard cars where the name has not already appeared on your own service record file.

If you wish to make a complete survey of your territory, it is possible to get a list showing simply the Packard owners in your territory through such agencies as the R. L. Polk Company of Detroit, who have branches in various cities and will get the information for a definite amount per name. You may find that the cost of obtaining such a list would be well worth while.

Do not assume that your service register is one hundred per cent complete. You will very likely be surprised at the additional names which can be added after you have made a check from the registration list, or from a complete survey, as suggested.

We certainly urge you to keep your list up-to-date and just as complete as possible. You need in your service department the increased volume which these additional names make possible.

### Just a Reminder—



*Are You Taking Care of The Plate on Every Car Delivered?*

### Service from Danville



There is one Packard owner who will talk about the service rendered by the V-P Motors, Danville, Illinois, for many a day. His car had stalled some forty miles out on the highway, and after a 'phone call for help he had resigned himself to a long wait ahead, but some 28 minutes and 30 seconds later a plane landed gracefully in a neighboring pasture and the Packard mechanic-pilot jumped out. A broken battery cable was quickly repaired and he was on his way. The credit for this unusual feat belongs to Mr. Harry Parker, who is the "P" of the V-P motors. The close proximity of the airport together with the flat country around Danville makes these aeroplane calls both practicable and convenient.



## Dealers' Part Orders

Service demands this parts assortment of quick turnover stock.

When ordering give Model, Motor No., Body Type, Upholstery.

Quantity

Check your stock weekly. Better service means more sales. Mail this order Saturday, to be filled Monday.

Signature

Ted Freda, Accessory and Parts Manager of Columbus, Ohio, has worked out a scheme for assisting their dealers in the ordering of service parts. The scheme is explained in the letter which he sends to the dealers and we are reprinting it along with a copy of the order which he worked out. It seems to us that the idea has quite a bit of merit in it and, of course, the closer the cooperation between the dealer's and the distributor's parts department, the better the dealer's service is going to be. We wish to compliment Mr. Freda on his idea.

### THE PACKARD COLUMBUS MOTOR COMPANY COLUMBUS, OHIO

Feb. 19, 1930.

To all Dealers:

Attention—Parts Mgr.

In order to co-operate with you more fully and help you to render the service that Packard customers demand we have devised what we call a Dealers Saturday Parts and Accessory order.

Our plan is to mail one or two sets of this order blank every week so that it will reach you by Saturday morning with the idea that you would have ample time to check thoroughly your parts and accessory stock. If you maintain a complete system of check-up at a certain time each week it would help you to carry an adequate amount of stock on hand and will save you considerable disappointments and expense in telephone and telegram communications.

On the reverse side of your copy we have enumerated a list of parts and accessories that will assist you in ordering your stock.

Orders that are mailed by you on Saturday will reach us Monday and it is our endeavor to fill these orders on that day and get them out to you as quickly as possible.

We wish to thank you for your assistance in helping us to work out this plan for the benefit of you and your customers.

Very truly yours,

THE PACKARD COLUMBUS MOTOR COMPANY  
T. A. Freda,  
Accessory and Parts Mgr.

TAF/JL

## The Care of Chrome Plated Parts

The information book states that chrome plated parts should be washed and dried in the same manner as lacquer finished parts and that no polish of any kind should be used on chrome plated finish. Should rust appear on these parts, it can very easily be removed by the use of kerosene. This will restore the finish without a great deal of effort.

## Rounding Up Profits

This genial gentleman is one of the reasons for Chicago's large and overgrowing accessory business. To the boys he is Bill Laier, to the dealers he is Addie Quipments best "fella" and is—the Ambassador of Profits. He shows them how to pay the rent from accessory profits.



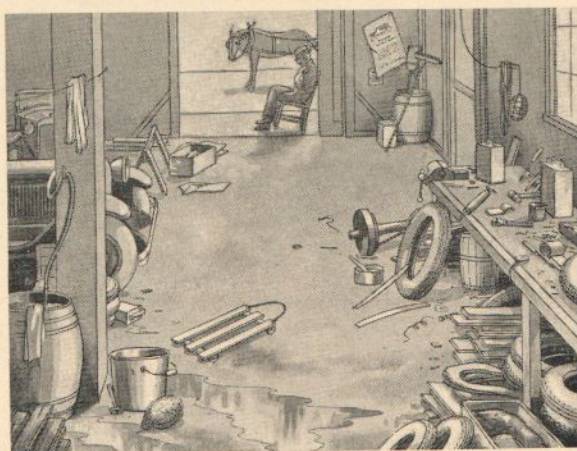
"Bill" calls on community and suburban dealers, convinces them of the profits to be had from selling approved accessories. He supervises their displays, shows them how to sell, provides them with literature and selling helps and in between time he acts as assistant to Mr. Rosen, Accessory Manager.

Chicago's quota on accessories is \$598,000 and "Bill" says he and his little bus are going to beat it or bust.

## Double Fan Belt

Double fan belts are matched by the manufacturer and are shipped only in pairs. They should be carried in your stock room and used in making replacements only in pairs. The reason for this is that in order to keep a proper balance, the belts must be of equal length and if one new one is used and one old one left on, the tension will not be the same on both belts. It is important that the load on the pulley be equally divided and, therefore, the belts should always be replaced in pairs.

## House Cleaning Time is Here!



Cleanliness Does Count—



## "Special Tool Suggestions"

Several very good suggestions have been received from the field with reference either to new designs for special tools, or improvements on those already in the field under ST numbers. These suggestions when received by the Special Tool Department here at the factory are very carefully gone over and where it is possible to adopt the suggestions, or to improve the tool already in use, this is done and with your co-operation, we should be able to build up a set of special tools which will be exceptionally valuable, as time savers. We want you to know that we appreciate your cooperation and would like to mention especially the following names as having recently submitted information or ideas on new tools:

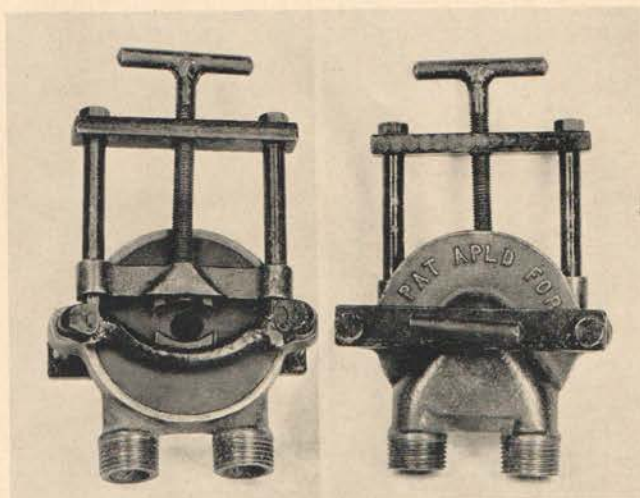
Mr. Herman Treptow of New Brunswick, New Jersey sent in three suggestions.

Mr. Patrick of Santa Ana, California; Mr. Westland of Evanston; Mr. Alfred Newman of Racine, Wisconsin; Mr. J. E. Thompson of Tulsa, Oklahoma; Mr. E. Kuhn of Cincinnati and Mr. Garritt Ekel, Grand Rapids, all sent in ideas and designs. Information will be furnished upon request concerning any of these suggestions, which cover an improvement on ST-724 Steering Knuckle Bearing Puller; a change in design of the starting crank handle to make it adaptable to all models, an inexpensive grease cup, a clamp for holding the front axle rigid to the frame when lifting the car with a chain fall, a spanner wrench for adjusting the grease retaining washer in the rear axle, a combination water pump and fan belt adjusting wrench, a wrench for removing the lock nut of the differential driving pinion sleeve and a puller for the clutch pilot bearing.

### Fittall Radiator and Cylinder Flushing Tool

(All Models)—Price \$15.40

Designed so that it can be attached to either the cylinder or radiator and has an air and water connection. This is very simple and will do a satisfactory job. It can be easily installed on any washer.

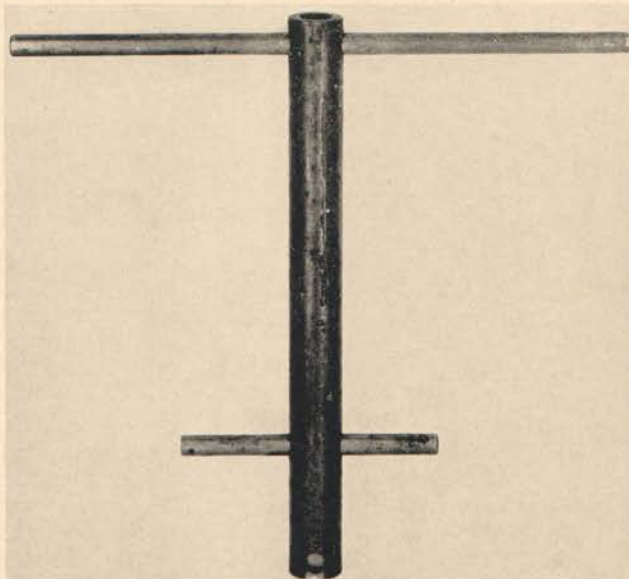


### Fan Pulley and Vibration Damper Wrench

ST-695—Price \$1.50

MODELS 528-443-626-640-726-740

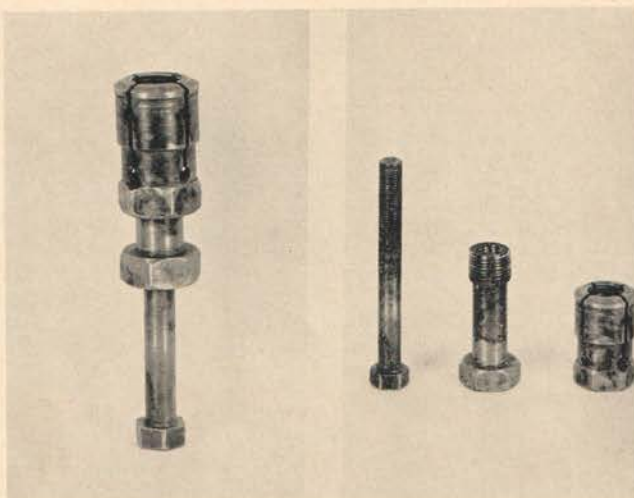
This "T" handled wrench fits the center vibration damper screw and is used in removing the vibration damper. It has sufficient leverage to remove this screw after it has been rusted.



### Clutch Shaft and Flywheel Bearing Puller

ST-764—Price \$2.00

To use, dismantle and place puller in bearing, then expand to size. Screw in bolt against the crankshaft which will remove the bearing very easily. With the use of this puller it eliminates the removal of the flywheel to change the bearing.



### These Cars Previously Reported as Missing, Have Been Located. Please Change Your Records—

Vehicle	Motor	Vehicle	Motor	Vehicle	Motor	Vehicle	Motor	Vehicle	Motor	Vehicle	Motor
51596	51987	146683	145672	162390	161641	251164	251508	266687	267898	13876	14100
102017	101598	174878	175017	246833	246670	97168	97154	281784	282261	72488	73075
104830	104886	228199	228073	156576	156863	240597	240866	114901	115093	109458	109488
										249702	250100
										172279	171238
										220206	220286

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