

VOL. 5, No. 20

OCT. 15, 1931

Selling

SERVICE has been described from many different angles; definitions and descriptions of all types have been attempted, today let's look at it from a sales standpoint. It would seem that there are certain factors which enter into the retail selling of service. There are three which might be mentioned, not because they throw a new light upon the subject, but because of their importance from the salesmanship standpoint.

The first factor in the retail selling of service would seem to be "promptness." It is probably true that not all service customers are in a hurry, but a great many of them nowadays seem to feel that they are and it would be a safe rule to assume that your customer's time is limited and decidedly valuable to him. One of the greatest services, therefore, that you can render the customer and one which he will most appreciate, is to supply his needs in the shortest possible time. There is nothing that will aggravate a customer more than what appears to him to be a deliberately unconcerned manner in your greeting of him. Never forget that an impression of the service which your station renders is created in the type of greeting extended. You have created a correct impression only when you are on hand to greet the customer as his car stops.

The greeting of a customer is extremely important even though you are not in a position to serve him at that moment; just a friendly greeting and the assurance that you will be with him in a minute or so leaves him with the proper feeling.

There is another thought which does not receive enough attention in the average service station and that is that there seems to be some definite connection between the type and the promptness of the greeting and the age of the car, which is driven in. The customers with the finer and more up-to-date cars seem to have quite a preference over those with the older cars and particularly so where the car is not in the hands of the original owner. It would be hard to estimate the value of the repair work

which has been driven out of the average Packard service station because of the attitude created toward this type of customer. Many an owner of an old model Packard car refuses to go to a Packard service station because of the fact that he is continually reminded of the fact that his car is old, either through direct conversation, or implication, and yet from a service volume standpoint, he may be by far the most valuable customer of the two.

The man who buys the most expensive car every year or so, spends very little for service. The man who keeps his car for six or seven years, or who buys a car which has already been in service three or four years, will spend a great deal more in your service station and should, therefore, receive the same attention, particularly with reference to the promptness and courtesy that the other customer receives.

Another factor in the selling of service is "courtesy." This subject also has been covered in many different ways. The average Packard contact man is courteous, but let us remember that courtesy, like some other things, is more than a matter of surface appearance. Courtesy is one of the chief builders of Goodwill; it will even offset the location of your service station. Without it, mechanical errors cannot be excused, nor can delayed promises be explained. It is the foundation upon which not only Goodwill, but service itself is built. However, courtesy, to be effective, must not simply be talked about, it must be shown. You can very courteously greet the lady customer with "Good Morning Mrs. Jones," but if you have neglected to tip your hat and in this way have shown your courtesy, you haven't reached first base. You can assure Mr. Jones that you will be with him in just a minute, but unless you hurry over to him the minute that you are free, you haven't shown him any courtesy.

Many a service salesman's idea of courtesy is over-friendliness. This is a line beyond which you must never

step, when you do, you are presuming too much and this in itself is discourteous.

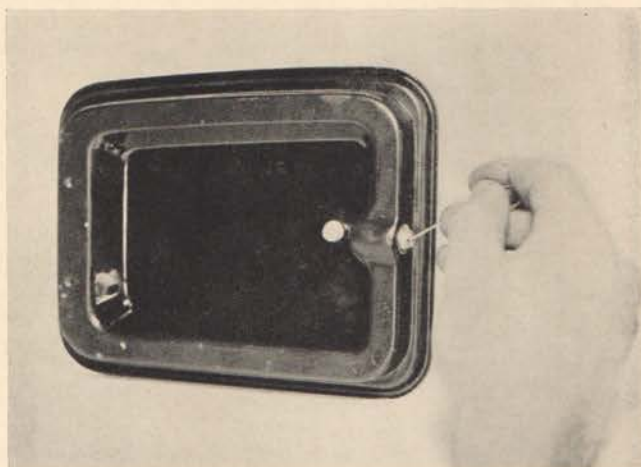
Another factor in the retail selling of service is described in the word "care." The average Packard owner is very particular about the appearance of his car and resents any action which affects the appearance. A clean cloth in the hands of a service salesman is just as important as a pencil and an order blank. The gas station that you go to is the one that wipes off the windshield, it's the one that doesn't put the empty oil bottle on the running board while the attendant closes the bonnet. It's the station that is careful about the appearance of your car. These things are extremely important in the Packard service station. We overlook this item too often. I drive an old model second-hand automobile like a lot of other service men and like a lot of your customers, I drive right by a factory branch and a large distributor to go to a dealer's service station exactly eight miles from my home. I go there for two reasons, first to have the car taken care of and second to learn something about service. The place is not particularly well located. It is not a particularly modern building. It is not especially well provided with special tools and yet the place is always busy. This station has a working service manager; a working shop foreman and twelve mechanics. They have two lifts for lubrication work, these are handled by experienced mechanics and it is not a case of getting something for nothing, because after the ninety day guarantee, which they have on the new cars they sell, they give absolutely nothing away. There is no trick lubrication schedule where you get an extra oil change for nothing, you don't get ten wash jobs by paying for eight or nine of them, on the contrary you pay for everything you get. If you want water in the battery, its ten cents to put it in. If you want a new battery cable, its ten cents for the installation. You not only know, however, that the work has been done right, but it was done in such a way that you were impressed with the care which they displayed in handling the order. It's the atmosphere of the place that you can't help but like. If you have to wait a few minutes to be waited upon, somehow you don't mind it, because in the meantime not one, but two or three men have spoken to you. You may have to wait a few minutes when you take delivery of a car, but you don't mind this either, because you realize that the windows have been wiped off, the windshield is cleaned and the steering wheel is clean.

It is no more logical for the small service station to excel on this type of service than it is for the small hotel to render a better grade of service than the larger hotel.

These are details in selling service. We are all endeavoring to improve upon Packard service. Let's not attempt to tackle the problem as a whole, the more simple way is to break it down into smaller divisions and to correct what we may call these details. They are more than that, they are the foundation upon which service is built. There may not be a new word, or a new thought in this whole article, the point we wish to emphasize, however, is that there never was a time when these so called "details" were more important. Customers are not so easily gained that we can afford to lose them on any one of these points. Too many of us take for granted that these details are being properly handled in our department, but the service station doesn't exist today, not even with Packard, where a definite improvement cannot be made in handling the retail selling of service.

Adjustment of Door Catch

The glove compartment door catch is adjustable. The photograph shows the pin hole into which a wire



may be inserted for turning the catch either in or out. The catch was made adjustable so that a means would be provided for eliminating door rattles.

Startix

The following instructions should be passed on to drivers at the time their cars are equipped with Startix.

1. When you turn the ignition key "on," the engine is automatically cranked, therefore—**DO NOT LEAVE YOUR CAR IN GEAR.**
2. Satisfactory performance of the Startix requires that your starting motor, generator and battery are in good condition. Your generator must be charging correctly and without violent fluctuations of the ammeter needle—starting motor commutator and brushes should be in good condition—satisfactory performance can not be obtained with a discharged battery or if battery terminals are badly corroded or loose. All of these units are best checked by a competent service station or garage.
3. If generator fails to charge while car is being driven, a periodic clicking sound will be heard. This will not result in serious damage but can be prevented until an electrical service station is reached and generator repaired, by disconnecting the small wire at terminal on Startix marked "IGN" and taping the loose end of the wire.
4. If Startix should fail to operate with the ignition "on" starting can be accomplished by leaving the key in the "on" position and by pressing the manual starter button on the right hand end of the Startix. The button should be pressed hard and *released quickly*—this is important. Should the starting motor continue to spin after releasing the manual switch button, again press it hard and release quickly. When using the manual starter button be sure your car is not in gear.
5. If Startix fails to operate to your satisfaction, do not attempt to adjust it—consult a competent service station for their check of starting motor, generator and

battery and make certain Startix is adjusted only by a car dealer handling the type of car you are driving. The car dealer can not give you warranty service if Startix shows that it has been adjusted or tampered with prior to his examination.

Shifter Lever Spring

Some cases have been reported on Ninth Series cars of a vibration in the gear shifter lever and a change to a heavier lever has been made in production, however, it is found that in all cases this does not entirely eliminate the trouble and considerable improvement can be obtained by changing the gear shifter lever spring to a heavier type. This is now carried in Service stock under part 197534.

Headlight Wires

A few cases have been reported of short circuits being located where the headlight and horn wires pass under the left front motor leg. This is caused by the movement of the motor leg due to the rubber mounting. The wires have been relocated in production and the change may easily be made for service. The wires were originally clamped at the rear of the left front motor leg to the frame. This clamp should be removed and bolted to the center of the left motor side pan; this will carry the wires in from the frame about three inches. It is not necessary to disconnect the wires to change the location as described.

Air Cleaner Installation

The installation of an air cleaner on any D.L. carburetor slightly affects the operation of the carburetor and it is important when installing one of these units that the aspirating tube be changed. For the short wheel base installation use aspirating tube 194707 and for the longer wheel base installation aspirating tube 194684.

These parts will be included in cleaner equipments. The tubes should be changed where the equipment has already been installed.

Winter Front Rattles

A simple method of eliminating rattles on winter fronts is to install spring washers for each shutter. These are carried in Service Stock under part 196846. These are horse shoe shaped and are forced in between the top of the shutter and the lower face of the frame.

Wanted

Plemmons Motor Company, Asheville, North Carolina has a prospect for a roadster body for a 126. If you have a body of this type of either 126, 226 or 326 series, please notify them.

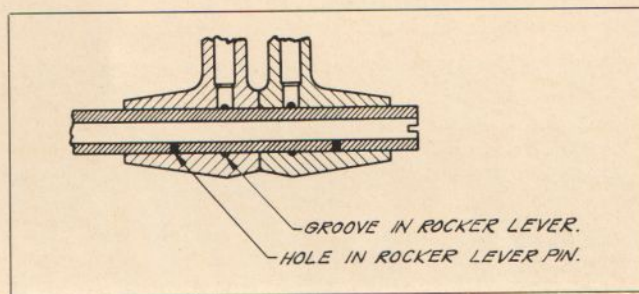
Hook-on Plates

Should you run into any seat backs in the rear of the car which squeak, a cure can be effected by changing the rear seat back hook-on plate to the one now being used in production, which is carried under part number 185020. The new construction plate is made up with a rubber vulcanized pad, which eliminates the metal contact and completely removes the possibility of any noise at this point.

Lubrication of Rocker Levers

There seems to be some question as to the lining up of the oil feed holes in the forged rocker levers with the oil lead in the pivot pin. The sketch indicates the correct position and shows that it is not intended that they line up and no change made in this construction.

When replacing steel stamped rocker levers with forged rockers on 626-633-726-733-826 and 833, piece 194738, motor camshaft rocker lever assembly, right



and piece 194739, motor camshaft rocker lever assembly, left, are required. They must be used in pairs.

When replacing the stamped design on models 236-243-336-343-443-640-645-740-745-840 and 845, piece 186677, spacer, is required for each pair, in addition to the rocker levers.

When replacing the stamped steel rocker on models 326-333-426-433-526 and 533, piece 97996, spacer, should be used with each pair.

There's Business in Heaters

Don't wait for the cold weather to come—Prepare your owners for comfortable winter driving. Help keep your shop busy by installing heaters now.

The Packard-Kelch Ventilating Heater gives heat quickly and keeps the car very comfortable whether one makes short runs about town or a longer trip. From registers in either front or back compartment plenty of heat is distributed to all points within the car, although the deflectors allow the heat to be thrown to any desired spot.

The other types of Packard Heaters—Hot Water—the Packard Under-The-Seat and the Special Packard Senior Model Tropic-Aire Heaters, may likewise be depended upon to comfortably heat the car.

The list price is right. The business can be had if you will adopt an aggressive and an enthusiastic attitude toward heater selling and get busy today.

Personal Mention

Los Angeles



This man is widely known on the West Coast and undoubtedly you are directly benefited from the interest and efforts which he puts into his work as General Service Manager of California. Largely because of the climate in Frank's territory, the trouble known as gas-boiling probably developed there sooner than in most any other section. It was through the

experimental work done by Mr. Randall that we first had the "snake tube" as a relief from gas boiling and second, the float chamber vent tube.

Oakland

These views are from the Far West, first is the shop crew; on their shoulders rests the responsibility of the



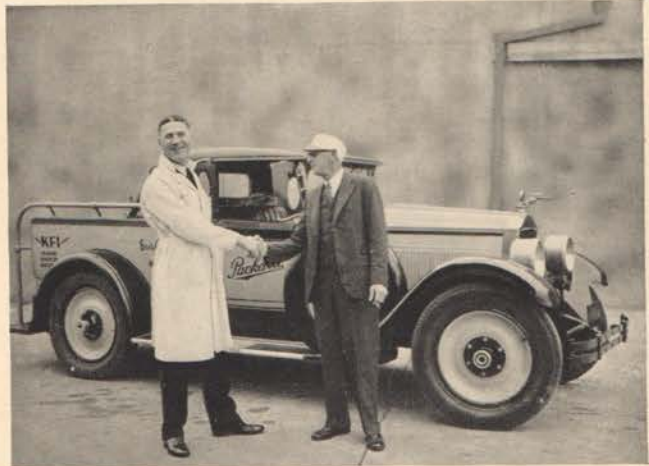
confidence of Packard Owners' in Oakland, California. Next is the genial assistant of the Stock Room Manager,



Mr. Strobbach, who with Mrs. Leggett gladly assumes responsibility for the prompt supplying of parts, and

lastly is the ever-smiling Superintendent Pete Blaird on the left with Mr. Smith the Used Car Manager on the right.

Under the guidance of Service Manager Mr. Harker, this group has proven itself ever alert and ready to take



care of the needs of not only their many tourist friends, but also some fifteen hundred owners in their own territory, which seems to have very definitely cured this trouble. We know that you all join us in thus showing our appreciation of his efforts.

Denver

Compression ratios are being more talked about than ever, but on Mount Evans 14,260 feet above sea-level, this ratio becomes extremely important. Here we have Joe Young, Shop Superintendent; Mr. J. T. Nerhood,



Service Manager and Lee Stipe, Mechanical Supervisor—checking compression, which they find because of the altitude has been reduced from 112 pounds to 70 pounds; at the top, which is 150 feet higher than Pike's Peak.

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