



VOL. 6 No. 18

SEPT. 15, 1932

Calling Every Owner Regularly

(A PLAN USED BY PITTSBURGH)

IT IS the service salesman's job to contact owners, and the service manager's job to check up regularly to see that they are being contacted. Being short-handed as a result of drastic curtailment in service expense, we find that the service salesman does not have sufficient time to contact owners regularly. Even when we were fully manned, we found that the service salesman called those owners with whom he was acquainted and with whom he liked to talk; and there is no service manager who can properly follow this system to see that it is kept up-to-date.

So, we have inaugurated a plan which brings excellent results, with no additional expense. Of course, in a small establishment where there are few owners, the service manager, himself, can make it his business to talk to each owner at least once a month; but, in a large place such as we have, where we have over 1200 owners, it takes a large group of men to contact these owners every thirty days.

Our scheme is very simple. We give a list of names to the telephone operator. She gets a customer on the line and switches him to the service manager or service salesman. Lost time is absolutely avoided, because, particularly during the summer months, you will find that a large percentage of your customers are out of town; you will find among your owner clientele, a lot of people who are hard to locate, and in all of 100 names, if you get 50 people on the line, you are doing a pretty good job; all of which formerly took the time of the service salesman or the service manager. This simply keeps our telephone operator busy during time in which she might otherwise be just loafing. Quite frequently it is not necessary for the service salesman to talk to the owner; he is very well pleased, or his car is in the shop that day, or he gives the operator sufficient information to make it unnecessary for a service representative to talk to him. There is one thing that it does assure: It assures that every owner is being called, and any change of address, death, or change of ownership to another car is immediately brought to light.

We have arranged that one service salesman, who is rather more or less of an assistant service manager, whose job it is to check all reference copies, and who is perhaps familiar and known to more owners than anyone in our Service Department, is constantly at his desk, and I would say, answers at least 75 per cent of the calls.

At any time that he finds it necessary to leave his post, the regular service salesman must stay at this desk, for the purpose of answering the telephone. Whether you have this plan in effect or not, you will frequently find that the various service salesmen will be in different parts of the building or out on test. The Service Manager may be out, or busy with a customer; and someone must be left in the Service Department, who can talk intelligently to the owner. We have always made it a rule to keep at least one service salesman in the office for the purpose of taking care of such calls. All that we have had to do is tighten up and make definitely certain that he was close to a telephone, after we inaugurated this new plan.

Better than 75 per cent of the owners do not even want to talk to a service salesman. Their response on the telephone is very pleasant, and they assure the operator that the car is working to their entire satisfaction, that they have no complaint to make, and not to bother the service salesman. Put yourself in the position of a satisfied owner of any commodity. You won't want to waste your time talking to the Manager or the Service Manager of any particular plant, even if you are satisfied with the product they produce and the service they render.

Hence, while it may add a few extra telephone calls per day to the Service Sales Department, I do not think there is any particular hardship worked upon them. It is simply a method that will keep the straggling owners being contacted, in cases of such customers as do not bring their cars to the shops frequently enough for the service salesman to become intimately acquainted with them. You will always find that a salesman will call upon certain customers with amazing regularity, and you will frequently find that he has not visited some

"EVERY OWNER A SALESMAN"

other owner once in six months. That is because there is not that personal friendship element in their relationship; consequently, the salesman is not inclined to call upon such owner with the same regularity that he does one with whom he has a more friendly feeling. The same thing holds true of the service salesman. He is quite willing and anxious to talk to owners whom he may know more or less intimately; but the ones who have been in only once or twice for service are unknown to him, and he is more or less timid about calling them, and these are the people we want to reach.

To the telephone operator, they are all names and numbers, and she would just as soon talk to Mr. Micalosky, the Beer Baron of the First Ward, as Mrs. Vanderlip in Sewickley Heights.

The plan has uncovered at least a half dozen cases of neglect on the part of both the new car salesman and the service salesman, and it has helped us in correcting our owner list to a point of accuracy that we have never had. We uncovered at least four owners who had moved to other parts of the country. We found three who had purchased other makes of cars and traded in their Packards. We found two who had died during the past six months, and the cars had been willed to other members of the family not even in our territory.

If you will make up your list, give it to the operator, and have one service salesman handy at all times to take calls, you will find it is the only method whereby you are sure to contact *every owner regularly*.

Motor Support Front Brace

Technical Letter No. 1926 describes the installation of the motor support front brace on the Light Eight.

The purpose of this brace is to prevent the clutch chatter which sometimes develops in this model, due to the fore and aft movement of the motor in its rubber mountings.

A similar brace has been installed on the Twin Six, and if you find any cases of clutch chatter in this model they may be corrected by installing:

1—207288 Motor Support Front Brace.

Fuel Pumps for Earlier Cars

There has been considerable call for fuel pump equipment to replace the old vacuum tank equipment on Seventh series cars. Therefore, we have made up a special Zone 1 list price of \$15.63 for this equipment. We feel that a lot of these equipments can be sold on 726-33, 740-45 cars at this price.

It might be well to notify all your seventh series owners giving them a price on the equipment installed, and you undoubtedly will get a lot of additional work from these owners.

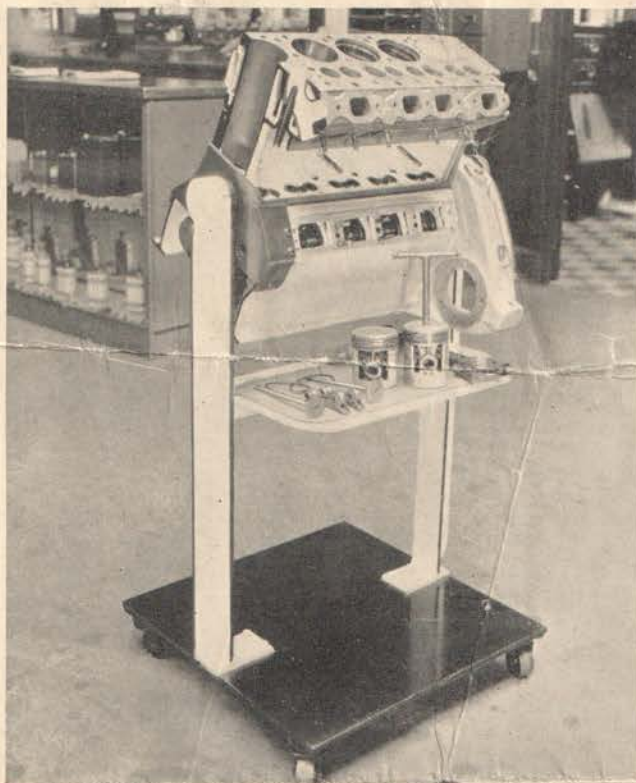
	Piece	1st Zone
726-733	97774	15.63
740-745	97799	15.63

Bodies for Sale

5-Passenger Sedan for 126 inch wheelbase; will fit 626-726-826-901. These are in good condition and priced for quick sale. Write M. E. Miller, Salvage Dept., Factory.

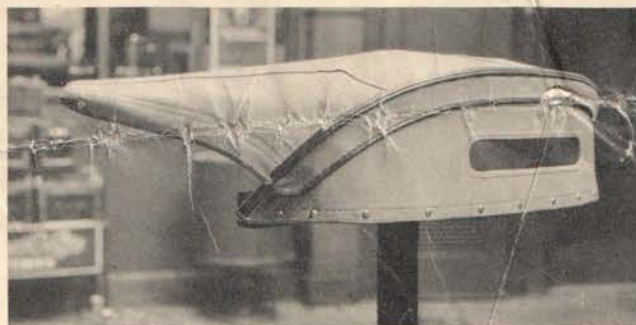
"Why Should That Be Necessary?"

Should we remove "Demonstration" from our new car sales efforts you can imagine the effect in decreased



sales. It is a part of every sales talk and in many cases it is the most convincing part of the salesman's entire effort. Service is harder to demonstrate than a new car but we have reached a stage where it is just as important in Service Selling as it is in car selling.

More of our service space must be devoted to display and demonstration of our "Wares." Several Distributors have made a good start along this line and some of the Pittsburgh display is shown.



The top enables the Service Salesman to explain the work required on a first class job. Half the top may be done in the best quality of material and workmanship; the other half in a low priced material and with single rather than double stitching. Such a display enables you to demonstrate the true value of your service.

The cylinder and crankcase display does the same for motor work of all kinds. It is more elaborate than that

shown in SERVICE LETTER Vol. 6 No. 16. Either of these will be found to be a real selling aid as they demonstrate the value of certain services.

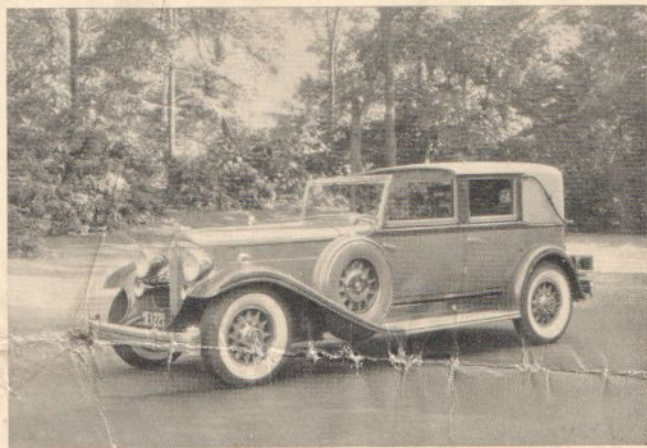


To increase service volume we must be in a position to truly sell service—a large part of selling is demonstrating. Where we need displays to demonstrate service let's make them—or send in your ideas and we will endeavor to develop them.

Why Stop at the Replacement of Parts Only?

The Coach Department in New York's Newark Branch has just completed the transfer of a Brewster Town Car body from a 7-45 chassis, re-building, re-trimming, re-painting, re-plating and mounting it on a 905 Twin Six chassis.

The work was done for a prominent Newark owner, and the result, in addition to being most highly acceptable to him, has created considerable interest among some of our other custom car owners.



The entire reconstruction and refinishing work was undertaken and completed in our own shop, by our own mechanics, and under the supervision of Howard Day, Service Manager of the Newark Branch.

Most important, however, is that on the basis of this piece of work, the Newark sales department has sold another owner a 906 chassis, and we have already received this owner's order to transfer his Rollston Sedan Limousine body from a 7-45 chassis to the one he has just bought.

In addition, a third deal is now in the stage of negotiation which will also involve the replacement of a 7-45 chassis with a Twin chassis.

Tire Noise

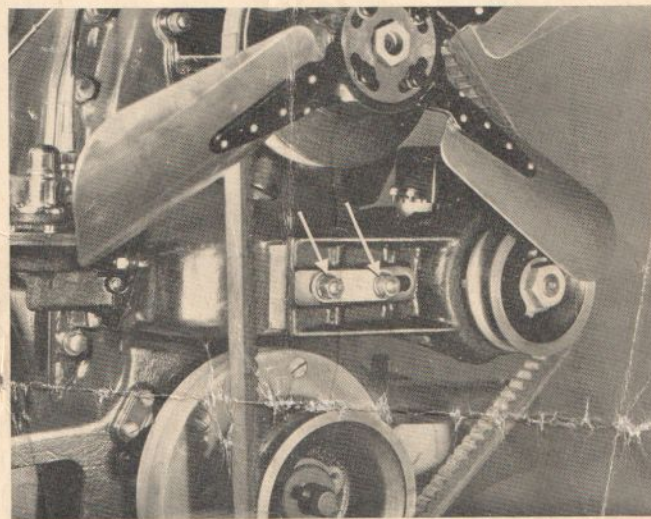
Several complaints have come to our attention on what is termed "tire noise"—and we feel that it is advisable to provide an explanation of this condition.

Naturally, any non-skid tread design will develop a certain amount of noise. A smooth tire, of course, would be practically noiseless but in order to provide non-skid qualities, which are increasingly essential, certain noises develop which in some cases become annoying or troublesome to the owner.

Our tire sources have been making definite progress in developing treads which will maintain the skid qualities but which will reduce the noise to a minimum. In a great many instances, however, we found upon investigation of these complaints that the trouble has developed because proper air pressures have not been maintained. If the pressures are reduced below those recommended, it results in an increasing flexing of the tires and a greater amount of movement or slippage of the tread on the road surface and this increases the tire noise tremendously. Furthermore, tires driven under-inflated develop an uneven wear or cupping and a tread in this condition results in a greater amount of noise than a tire that has been worn in a natural manner.

We are bringing this to your attention so that these phases of the situation can be investigated whenever complaints of this nature are brought to your attention.

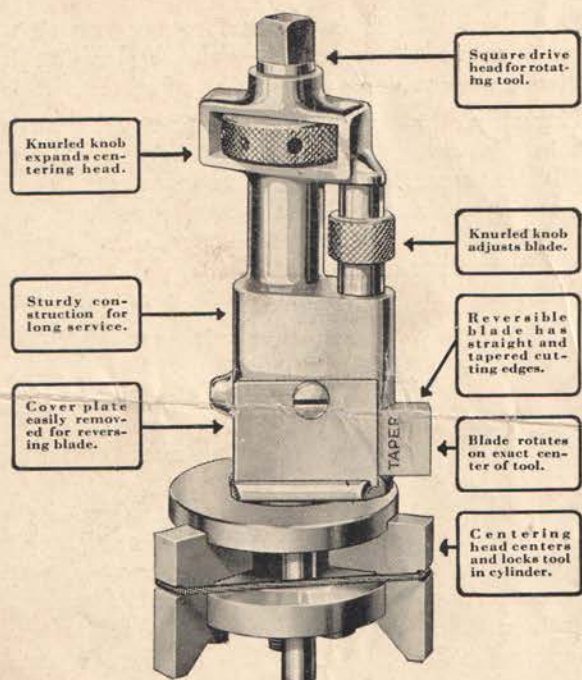
Twin Six Fan Belt Adjustment



The two gear cover nuts on the generator support, as shown in the illustration, are loosened to adjust the fan belt. Pull out to a fish-scale reading of 180 pounds and then tighten the nuts.

It may be found that the limit of the slot will be reached. In this case, the slot in the bracket can be safely extended about one-quarter of an inch. This may be done to obtain additional adjustment, if required. This change will shortly be made in production.

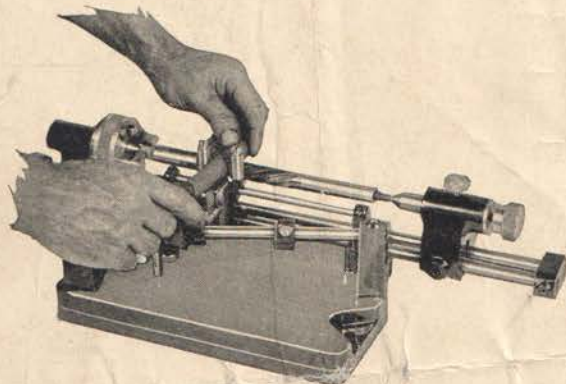
New Tools



CYLINDER CHAMFERING TOOL

Tool No. ST885-905-906—\$12.75 Net

This tool is set, centered and held in the cylinder itself, so that the exact shape and contour of the cylinder bore is accurately maintained. The expanding head is stationary, the blade rotating independently of the expanding head, providing a velvet finish and eliminating chatter.



REAMER SHARPENER

ST888— $\frac{5}{8}$ to $1\frac{7}{8}$ "—\$33.50 Net

This tool was developed as a quick and reliable means of sharpening reamers. It not only increases reamer life, but keeps reamer equipment remarkably sharp and more efficient during a longer period of usefulness. This machine eliminates grinding; and provides for 25 to 30 velvet edge sharpenings, after which expansion reamers can still be brought up to size.

Selling Service to the Owner

The great majority of car owners have little or no conception of the amount of work involved in service and repair operations on their cars. If we expect them to patronize our service stations and stay away from the cut price shop or corner filling station, we must convince them of the much greater thoroughness and, therefore, the much greater value in the kind of work they receive in a Packard service department.

In order to enable you to convince Packard owners that they are getting real value for the money they spend in a Packard service station, and to further convince them of the great thoroughness of the mechanical work, we have prepared specifications for some ten or more of the common operations, such as:

REMOVE CARBON AND RECONDITION VALVES

Operation M-24

This operation, when handled by "outside" garages, is subject to many "short cuts." For satisfactory operation of your motor there is only one right method and this is followed by a thorough check and tune up of the entire motor. The car is then tested for proper operation.

CARBON REMOVED

Carbon has been carefully removed from the cylinder head, valve guides and pistons.

VALVES

These, after cleaning, have been tested for trueness. The valve seats have been repaired in correct alignment to the guide. The valves have been refaced.

CARBURETOR—Cleaned and adjusted.

With the motor warm and idling at a speed equivalent to five miles per hour, the carburetor is adjusted for economy and performance.

SPARK PLUGS

Each spark plug is cleaned, adjusted to the standard setting and tested.

IGNITION POINTS

The ignition points are cleaned and checked to assure full contact. They are then adjusted to between .018 and .023 with a feeler gauge as a visual check is not accurate enough. The distributor is then "synchronized," that is, the two sets of points used as a matter of safety are made to operate at exactly the same time.

VALVE TAPPETS

The tappets are checked and set with the motor warm and at idling speed. The clearance of .004 is obtained with a feeler gauge.

FRONT CHAIN

The chain is set so that it has $\frac{1}{4}$ " to $\frac{1}{2}$ " deflection which assures quiet operation.

FAN BELT

Correct tension of belts eliminates slippage from looseness and excessive strain or wear from too tight an adjustment.

GASOLINE FILTER

Removed from pump and thoroughly cleaned.

SEE GENERAL LETTER 464 FOR DETAILS

SUGGESTIONS OR QUESTIONS FROM READERS ARE ALWAYS WELCOME. HOW CAN WE MAKE THE SERVICE LETTER OF MORE VALUE TO YOU? ADDRESS LETTERS—EDITOR—PACKARD SERVICE LETTER.