



VOL. 7 NO. 7

APRIL 1, 1933

## Are You Fighting?

### A SALES DEPARTMENT SLANT ON A SERVICE PROBLEM

By "BOB" ROGERS—Sales Promotion Department

ARE you going after service work in an honest to goodness way? Are your efforts to bring in work consistent, or do you go at it in a spasmodic manner? How many of us are content to sit on our haunches and be satisfied with what service work comes to us?

A dollar is a dollar no matter from whence it comes. Certainly we want our dollars honest but dog-gone the fellow who is satisfied with only the lazy dollar.

What is a lazy dollar?

It is one that "drifts" into the service department through no effort on our part. We didn't actively solicit it because we were either too disinterested or "tired" to go after it.

Do we fully realize that the dollars brought in by service sales are just as big and important as those that come through new and used car sales?

From an analysis of operations for over 50 distributors for 1932 we find that service and accessory sales contributed 24.6% of the total sales volume.

This 24.6% was divided as follows:

Parts . . . . .	9.5%	of all sales
Labor . . . . .	9.5%	of all sales
Accessories . . .	5.6%	of all sales

Total . . . 24.6%

Now a department that produces one-fourth of the total gross income is no penny-ante "fix-it" depart-

ment. It is one that should be watched and nursed continually. It is one for which "new business" should constantly be solicited.

These are days when pennies are being pinched as never before and we in the service department can no longer thrive on the orders that come to us.

Surely we are, as ever, confronted with the danger of over-selling, which practice kills the goose that lays the golden egg. However, there are plenty of "legitimate" repairs to be sold. The old adage of "a stitch in time saves nine" was never more applicable than at present. But the owner isn't going to order these "stitches" unless we point out their necessity. And remember when you sell an owner needed repairs you are not only bringing in money but you are also doing him a real service.

Keep banging away. Use the telephone, the postal card, the letter and the direct mail piece. And then if he doesn't respond do the best thing of all, call on him personally.

When we let our owners drift away from us we are kissing our bread and butter good-bye. We need them for two very good reasons. First we need the service business and second we want to sell them new cars some day.

The service department is the second line of defense. Is your line strong?



Service Ammunition



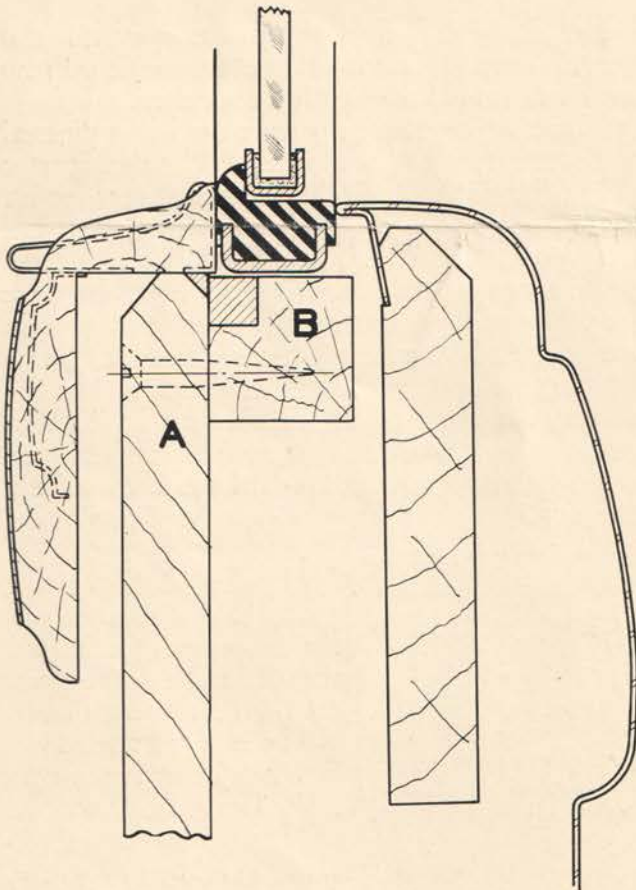
## Ventilator Window Drain

A cross section of the ventilating window construction is shown in the illustration.

Instances of water leakage have developed where during a heavy rain, water has come in across the top of the frame support block "B", over the top of the lock board "A" and stained the trim on the inside of the door.

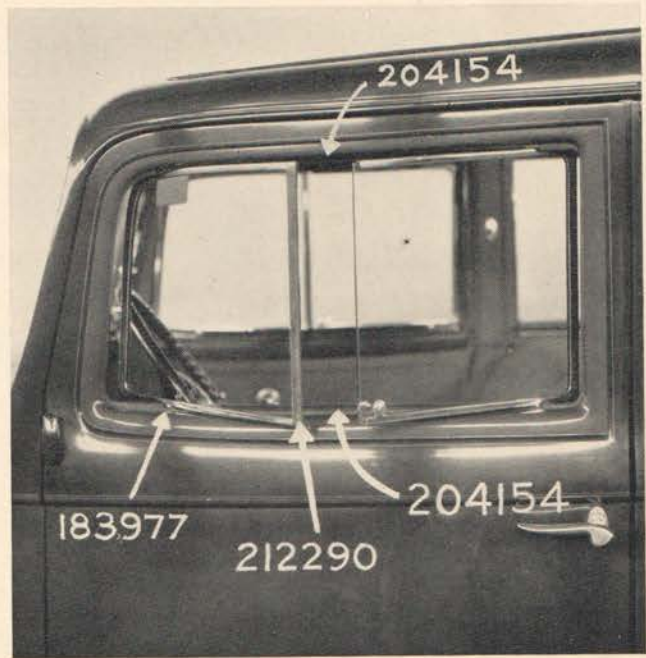
In order to prevent this, a trough has been added to each frame support block at the upper inner edge, and the top of the lock board has been bevelled as shown. This trough will catch any water going underneath the window frame and prevent it from passing the lock board. The water falls to the bottom of the door and leaves through the drains at this point.

A similar correction can easily be made in the field if any of these instances are encountered. The window garnish moulding and the window frame may be removed, and the lock board and the supporting blocks grooved as illustrated. The exact shape of the grooves is not important as long as they are large enough to carry off the water.



Some detail changes and improvements have been made in connection with the window ventilator. These are to further seal the windows when closed.

The first change is on the window door glass retainer, front door center. On this strip, the sealer at the edge has been of felt. This material is changed to a soft rubber with an improved method of attaching the sealer to the chrome plated strip. When required, the new retainer



with the soft rubber weatherstrip may be obtained under part No. 211620-602

211619-603

211618-634-5

211617-613-4-5-6-7-8

-653-4-5-6-7-8

-673-633-6-7-8

With No. 212290 rubber strip.

The piece is easily changed as it is held in position at the rear edge of the front glass by two new screws under No. 212366.

An addition of a rubber seal has been added at the center of the window where the two sections come together in the closed position. This sealer is a soft molded rubber which is easily glued in position. Cars now coming through production are equipped with the sealer. They may be obtained under part 204154.

There is also an additional sealer in the form of a felt washer under part 183977. This is cut so that it may be placed around the lower pivot on the rear section of the front door glass.

## Door Weather Strips

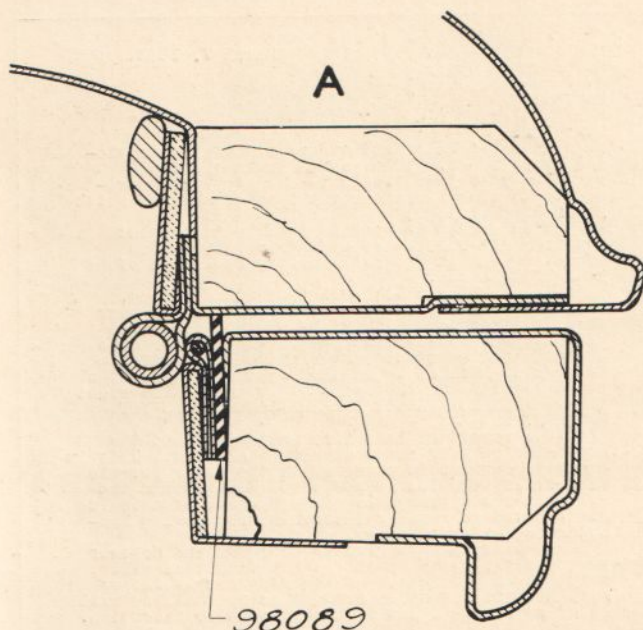
We have had some complaint of water collecting on top of the doors of Tenth series cars and falling on the inside when the doors are opened.

You will find two constructions at this point. Illustration "A" shows a door with a flat upper surface as used in some of the earlier Tenth series cars. The simplest correction with this construction is to loosen the trim on the inside of the door and insert a thin strip of sheet rubber as shown. The rubber should barely make contact with the roof rail.

The rubber strip serves two purposes, it acts as a dam for the water on the door itself, and also serves as a wiper to sweep off the drops which collect on the roof rail. It may be ordered by the running foot under piece No. 98089.

Illustration "B" shows the latest construction. There is a groove in the top of the door receiving the weather

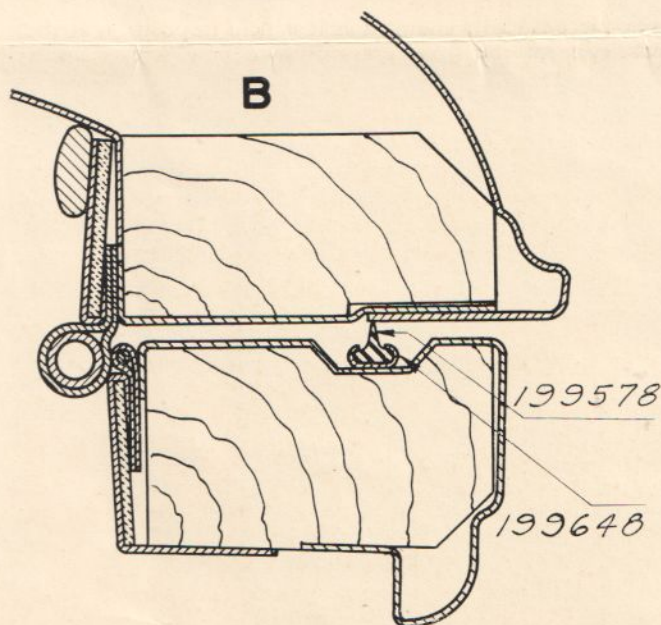




strip, which is held in place by a stamped metal retainer. A few of these doors went out without the weather strip, and where this is true it can easily be added. The weather strip retainer should be drilled and fastened to the top of the door with small flat head nails, after which the strip itself may be inserted in the retainer. You will require for each door:

1-199578 Door Header Weather Strip.

1-199648 Door Header Weather Strip Retainer.



## Selling Batteries to Packard Owners

The sale of replacement batteries can either be a source of satisfaction to the owner and profit to you, or it can be a source of dissatisfaction to both.

The motorist must place his entire dependence on the one battery in his car. If this one battery goes bad—he is stalled. No one carries a spare.

The unsatisfactory performance of a battery which you sell to a Packard owner can well be the one factor

which might cause that owner's next car to be some make other than a Packard. In short, when you sell a battery there is much more involved than just making a sale and the attending profit.

It is for reasons like these that you are urged to make every effort to sell the Packard owner a battery which is an exact duplicate in size and performance of the one which came as initial equipment on his car—not forgetting that this exact replacement also returns the largest profit per sale.

Under present economic conditions we must, of course, recognize that price can be a consideration, even to a Packard owner, and that it is necessary to be able to meet the demands of the economy-minded owner, and thus prevent his going elsewhere for something less expensive.

We must also be in position to take care of the owner who, because he does not expect to keep his car much longer, feels that he is not justified in paying the price of an exact replacement. To such an owner we must be prepared to sell a battery which, in spite of the lessened capacity that must naturally go hand in hand with a considerably lower price, has sufficient power to care for his ordinary driving needs, is produced by a house of long-standing good repute and can be endorsed as having basic quality of materials and workmanship in keeping with Packard's good name.

This means that it is to your advantage to carry, in addition to exact replacements for Packard's original equipment, batteries selling at lower prices. You can then quote your customer a range of prices on batteries which he can use in his car, letting him take his choice, guided by your recommendations as to the one best suited for his driving conditions.

Under this plan there is, of course, an obvious advantage in having all your batteries come from the same source of supply. When all are made by the same producer, it is less difficult for your customer to understand that the main differences between these batteries are their capacities and the length of service to be expected from each. The fact that the better grades carry the longer guarantees is a further help in bringing out this point.

As might be expected from Packard owners, the better batteries invariably outsell the others, often being purchased by customers who start out with the intention of buying nothing but a low priced one.

Following this method, the Packard Motor Car Company of New York sold in 1932 over 500 more batteries than the year before, and almost invariably their sales were on the better batteries.

One more point—in considering the subject of battery prices, do not jump to the conclusion that higher plates necessarily mean higher capacities. Plate for plate, some brands of standard plate batteries have greater capacity and longer life than the high plate types of other makes.

Prest-O-Lite Rubberib batteries are standard equipment on Packard cars. This product, of course, meets with our unqualified approval for the replacement market.

In addition to the exact replacement of original equipment, Prest-O-Lite also provides a line of lower priced batteries which we endorse for sale to those Packard owners who demand a battery at a low price. Prest-O-Lite's guarantees are extremely liberal and we can depend upon that company to cooperate in keeping Packard owners satisfied.



## Cylinder Block Water Passages

Technical Letter 1934 describes the drilling of the cylinder blocks to provide additional water circulation around the valve seats.

In this letter, it is stated that the depth of the hole is  $\frac{1}{2}$ ". This is not correct, because the hole must be continued until it comes definitely out of the web through which the drill passes.

If a small portable drill is used, the hole should be drilled for  $\frac{1}{2}$ ", and the end mill should then be used for the remainder of the distance.

## A Follow-Up Letter

Here is a letter that can be used by your stenographer in following owners on your service list. The fourth paragraph may be changed to cover brakes, motor work or spring conditioning.

Pick out a group of customers each day or so and have letters written according to the available time of the girls and you will be surprised at how many contacts you will make in this way.

March 7, 1933

Mr. Packard Owner  
44 Park Avenue  
Detroit

Dear Sir:

We maintain a complete record of the servicing of your car. This record indicates the regularity of your visits to our service department. It also indicates the type of service which you are receiving.

This record is kept so that we may assist you in maintaining that regular service which means so much in the satisfactory operation of your Packard car.

A car, like a locomotive or an aeroplane, performs at its best only if it receives regular service attention. It is, of course, essential that it also receive its lubrication on the same basis. The important part about a lubrication service is that it be in the right amount, of the right quality; in the right place and at the right time. **PACKARD CORRECT LUBRICATION ASSURES YOU OF THIS.**

Our record at this time indicates that the purulator on your motor should be changed. This is the device which is attached to the motor for the purpose of removing sediment and sludge from the oil. It has a removable cartridge and if this is not renewed at regular intervals, the device cannot safeguard your motor.

We will be very glad to call for and deliver your car without cost and at any time that will suit your convenience. While your car is in, we will give it a general inspection so that you will be aware of any items which may require attention.

Yours very truly,  
JONES MOTOR CAR COMPANY  
Service Manager

## This Will Sell Radios!



This attractive radio display and demonstrating stand is now available through the Accessory Department. We are confident the use of it will stimulate radio sales. Use one in your new car show room as well as in your service department. We are dividing the production cost with you, your share is \$2.00.

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

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