



Sell the Price

WE really didn't have to go to school to learn that the shortest distance between two points is a straight line. Some of us probably learned it on the way to school, especially if we had to cross the old cow pasture on the way, but like many other things that we learned in school, or even before we went to school, we seem to have forgotten them. At least, we do not use the information that we gained.

For instance, in selling service we have all learned that there are three steps in the selling process. One, stating the advantage. Two, proving the advantage, and three, securing action. We use these three steps in the selling process to appeal to one or more of the five buying motives, that is, the things that make people buy. These are—protection, economy, convenience, price and affection. We appeal to one or more of these buying motives in order to gain all five of the buying decisions.

In the first place, we've got to sell each and every customer on the need for the service attention his car requires, based upon our diagnosis. Next, we have to convince him that what we have suggested in the way of repairs will fill his needs and also that our service station is the place to have that work done. Then we come to a very important part in the sale of any kind of service, that is the price.

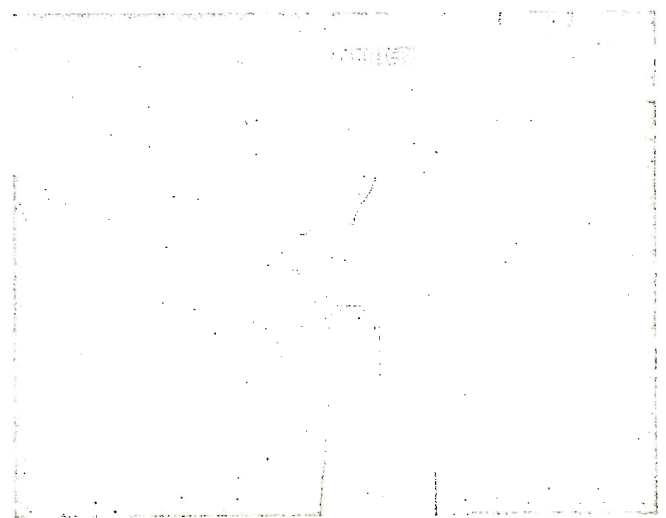
This is one item where we forget the old truth, mentioned in the first paragraph, more often than in any

other place along the process of selling service. We do everything up to this point in about the order named. We finish writing the order, then we turn around and say "Mister, that will be \$147.00." Sometimes we stop right there, and sometimes we make it worse by adding "And our terms are cash."

Now what is wrong with this? Simply, that you didn't follow the selling process in selling the price. Remember, there are three steps to take. State the advantage of the work that you have suggested. Prove the advantage, and prove that the price for each item on the order is right, then get action on the sale by convincing him that the total price is right, and finally secure his approval of the order.

In the first instance, the service salesman tried to obtain action immediately. In the second instance, the service salesman took the straight line of selling, stated the advantage of each item on the order, proved that the item was necessary and that the price was fair, and convinced the owner that the total price was right. He then obtained the necessary action.

There are two ways of selling. One way is to try to find a shorter way than the straight line. No one has ever found this method to be successful. The other way is to follow the straight line of the selling process of advantage-proof-action. This method has proved successful for the other fellow. There is every reason to believe that it will for you. Don't you think so?



An Idea From The New Service Course

*Above this display we
have a sign reading*

A CARBON AND VALVE
JOB done with this equip-
ment by skilled mechanics
in Our Shops is YOUR
GUARANTEE for added
power, better pick up and
Gasoline economy. Have
this Job done on your car
today and enjoy NEW
MOTOR PERFORM-
ANCE.

In our second service lesson, given by slide film and sound record, it was brought out that we must impress our customer with our special equipment as to what they mean to him and what they will do.

The enclosed photograph is one way of expressing this thought. It is set up alongside the service sales counter and the Kwikway machine is in operative condition.

We have extra valves in the rack and our mechanically minded owners get quite a kick out of refacing a valve after it has been set up by the service salesman and demonstrated. The cylinder head shows two spaces polished, two with the carbon scraped only and the other full of carbon.

One owner remarked to me the other day that he

supposed an outside garage would just scrape the carbon and let it go at that whereas he could appreciate how a polished surface would be more lasting. Others remarked that they had no idea of the number of operations required to execute a carbon and valve job.

We intend to reserve these spaces in our service stations to tell the story on Lubrication, brake adjust and reline, special installation equipment such as down draft carburetion, dual coil ignition, shock absorbers, cylinder heads, etc. for previous model cars. We are convinced that this is the only way in which to create a satisfactory volume.

Very truly yours,

E. VITZ

General Service Manager, Packard-Westchester

This Idea Brought Them In!

CHARLES P. JOY

SAMUEL J. JOY

JOY BROTHERS MOTOR CAR COMPANY
ST. PAUL—ROCHESTER

St. Paul, Minnesota
March 16th, 1934

MR. N. A. JONES
614 Pine Street
Detroit, Michigan

Dear Mr. Jones:

The Packard factory have recently advised us that the 1934 type down-draft carburetion and intake manifolding can now be applied to the 1932 model. This equipment is responsible for the greater part of the increased performance of the 1934 motor.

Because of the enthusiastic acceptance by the owners, who have had this equipment installed, we are calling it to your attention. In fact, the owners that have had this equipment applied say in substance, "If you want to do the owner of a car like mine a real favor, sell him this equipment. Refer him to me and I will be pleased to explain what a vast difference it makes. I didn't believe a car could be so different."

This equipment includes, a new dual down-draft carburetor; new double ignition coils; new manifolding; and the automatic choke feature,

all of which can be installed for \$139.00.

We are confident you will be as much pleased as the other owners are. Shall we order an outfit for you? For your convenience, in replying, use the bottom of this letter and the self-addressed envelope which is enclosed.

Yours very truly,

JOY BROTHERS MOTOR CAR COMPANY
BY: GEO. W. FLAD,
Assistant General Manager

GWF:ej

Remarks_____

P. S.—Owners referred to above on request.

St. Paul, Minnesota
March 16th, 1934

DEAR MR. EDITOR:

On February 15th, we sent out 36 of the attached letters and to date we sold 29 completed equipments.

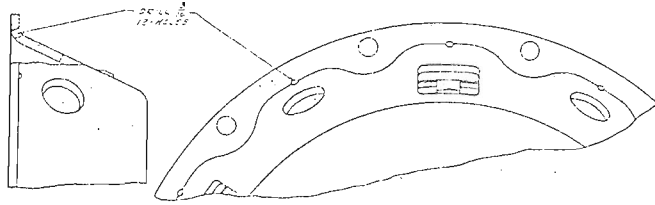
Thought possibly this might be of interest to you.

GWF:ej
Encl.

Yours very truly,

GEORGE

Clutch Shifter Bearing Lubrication



In our Eleventh series cars the chassis lubricator oil is delivered to the clutch shifter bearing through a flexible hose so that all of the oil intended for this bearing actually reaches its destination.

In our previous models the oil was fed from a spout over the shifter bearing, and only a portion was caught by the cup mounted on the bearing housing. We find that owing to the fact that all of the oil in our Eleventh series cars is reaching the bearing, the bearing is now getting more lubrication than it actually needs.

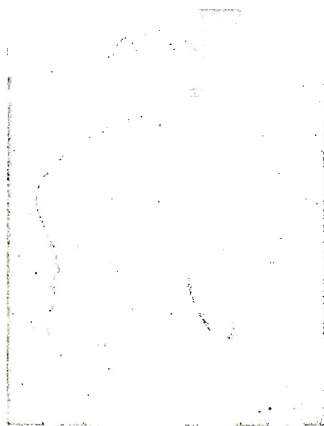
We are accordingly specifying a new and smaller drip plug for the shifter bearing. The previous plug was a No. 000 and the new plug will be No. 00. It will be covered by piece No. 221577.

In disassembling any Eleventh series clutch the smaller drip plug should be installed if you find any evidence of over-lubrication. The excess oil should also be removed from the clutch splines and the plate.

We have found in some cases the over supply from the shifter bearing collected between the clutch plate and the flywheel, finding its way to the clutch facing. This will cause a sticking and chattering clutch. We are now drilling holes in the plate in order to prevent the oil from collecting.

You will note from the illustration that these holes are drilled in the cover at the point where it meets the flywheel. We suggest that if any Eleventh series clutches are removed these holes be drilled before the clutch is replaced.

Special Prices



You have all met Harry Taylor. He keeps his girlish figure wrestling with parts pricing and repair operation pricing. During his spare time he designs and supervises the production of special tools.

Right now he is busy trying to establish a value on the "second addition."

He says that if the "first addition" weighed $7\frac{1}{2}$ pounds, and was worth a million dollars,

then Jack, the "second addition" who arrived the other day with $8\frac{1}{4}$ pounds of special equipment, even at today's prices, is also worth a million dollars. Sounds reasonable, Harry, and we are glad to hear that Jack and his mother are doing well.

Accessory Plans



The other day a meeting was called at the factory of the Accessory Managers from a few of the larger points. J. D. Wilson, the general accessory manager at the factory, held a general discussion, covering suggested plans for increasing accessory sales; what plans had worked most successfully in the field, what additional assistance the factory could give in promoting accessory sales; what new items should be considered, prices, selling plans, displays, and many other subjects were covered. You will be interested to know that the accessory department will now issue a special bulletin under the heading of "Accessory News." You boys selling accessories will want to follow the information given in the Accessory News very closely. You will find it of considerable assistance in your selling efforts.



WATCH FOR THESE!

Pistons

For a number of years our pistons have had an up and down slot running the length of the skirt midway between the piston pin bosses.

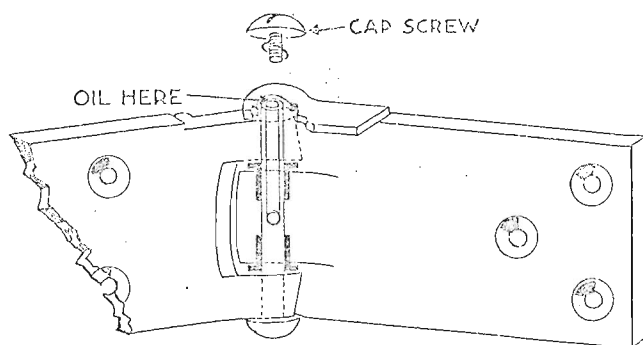
Up to, and including, the Eighth series motors this slot was on the left hand side; that is to say, on the same side as the oil filler. In the Ninth series, and in all later motors, the slot faces the valves.

Either the early or late motors will operate satisfactorily with the slot on either side, but we believe that the present construction with the slot facing the valves will probably give a little quieter result and a little longer life.

Either installation, however, might be used when fitting new pistons in the earlier blocks, and there is nothing incorrect in installing all pistons with the slot facing the valves.

We are mentioning this at the present time, because cases have been brought to our attention where service stations have criticized the work done by some other shop, owing to the location of the slot. In some instances the pistons have even been removed and reversed. This, of course, is very unwise where the pistons and rings have already become seated in their original positions.

New Door Hinges



A change has been made in the method of lubricating door hinges. This recently went into production. The change is illustrated and shows the improved and more positive method of lubricating the hinge.

The hinge bolt is pressed in from the bottom. It passes through two bronze bushings. These do not meet in the center and, therefore, form a well for the oil. The bolt is drilled and tapped at the top and is drilled in from the side so that the oil comes out at a point between the two bronze bushings. On the top of the hinge is a cap screw and lock washer. To lubricate the hinge the cap screw is removed and the oil well filled.

Lubrication Wall Charts

Some time ago we notified you in the Service Letter that we had available Packard Correct Lubrication Charts. These are large cardboard charts, finished in two colors, and are 33" wide by 45" high. They are suitable for display near your lubrication rack. The original price was fifty cents. We still have a number on hand and will be glad to dispose of them at a special price of twenty-five cents each.

Spring Mailings

DON'T FORGET TO SEND IN YOUR ORDER TODAY FOR THE SPRING MAILING PIECE SHOWN IN SERVICE LETTER VOL. 8 NO. 6

New Style Generators

A new and improved generator is now being applied to all of the current model motors.

This generator is similar in appearance to the old unit, but it is capable of providing a sustained high output for long periods with a minimum of trouble, and we believe that its performance will be very satisfactory indeed.

The new generator can be distinguished by the fact that it is equipped with a red name plate. Since the armature winding is of a different character, a corresponding change was made in the Startix equipment, and the Startix which goes with the new generator also has a red name plate.

Do not forget: the generator with the red plate should have the Startix with the red plate, and the generator with the black plate should have the Startix with the black plate.

PACKARD CORRECT LUBRICATION

APPROVED BY PACKARD ENGINEERS

NO.	ITEM	QUANTITY OF GREASE	LUBRICANT TO USE
1.	Water Pump	1-Oil Cup	SAE 30
2.	Generator	1-Oil Cup	Light Oil SAE 10
3.	Distributor	1	Each Distributor—1 Grease Cup—Use No. 3 Cup Grease Twelve Distributors—2 Oils—Use Light Oil
4.	Chassis Lubricator	19	Fill Tank With Packard Chassis Lubrication Oil
	Steering Gear Case	1-Plug	Eight—Cup Grease Twelve—Use Heavy Oil Lubricants
5.	Steering Drag Link	1-Plug	SAE 160
6.	Steering Cross Tube	2-Connectors	SAE 160
7.	Steering Knuckle Pin	2-Plugs	Aluminum of SAE 10 Type May Be Inserted If First Disconnects Replace Pins After Lubricating Use Heavy Oil or Cup Grease
	Transmission	Fill to Level	Winter SAE 30 Summer SAE 160
8.	Universal Joints	2-Oil Plugs	Use Spline Approved Grease
	Rear Axle	Fill to Level	Enterprise Duplex Hypoid Compound Should Be Changed Yearly In The Fall
	Front Wheel Bearings	2-Pack	No. 3 Fibre Grease
	Rear Wheel Bearings	2-Pack	No. 3 Cup Grease
	Motor		A High Grade Well Refined Oil Below 0 SAE 10 10 to 25 SAE 30 0 to 50 SAE 20 50 or over SAE 40
<p>NOTE: A few drops of light oil should be supplied to horn, steering pins, door hinges, locks, and brake connections. Lubricate Sparkplug Grease at 10,000 Miles.</p> <p>A "Grease Job" Costs You a Few Cents Less But Deprives You of the Experience. Materials and Equipment Included in PACKARD APPROVED LUBRICATION</p>			

Size 33" x 43" Price 25 Cents Each

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.

PRINTED IN U.S.A.