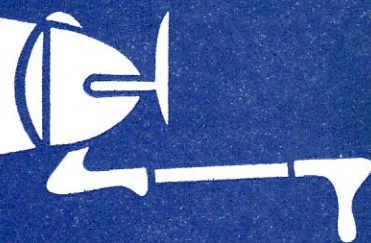




SALES SPOTLIGHT



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

55SS-2
Dealer 2
January 24, 1955

TO: ZONES AND DEALERS

SUBJECT: 1955 PACKARD ACCESSORIES CATALOGUE INSERT SHEETS

The 1955 Packard Accessories Catalogue insert sheets are being distributed to all Zones this week and will replace those pages that are now in your 1954 leather binder.

You should receive your copies from your Zone very shortly, and when you do, make certain everyone in your organization is familiar with its contents.

The new car salesman - he's the key figure in accessory sales because once he has the purchaser in a buying mood, he need only to point out the added comfort, the convenience, the safety features, or the beauty of an accessory and, more often than not, impulse creates a sale.

The service salesman - he's in a position to interest the customer when he drives in for his 1000 and 3000 mile inspections. By that time the owner has probably made comparisons with his neighbors or friends cars regarding accessories, and he will very likely be susceptible to one or more items. Of course, the service salesman should always be on the alert to promote accessories to all regular customers.

The parts manager - he runs the department that should have a merchandising atmosphere with clean, attractive displays, price tags, and always strives to do a suggestive selling job that will create a desire to buy. A good parts manager working in conjunction with his service manager can build up a very profitable accessory volume.

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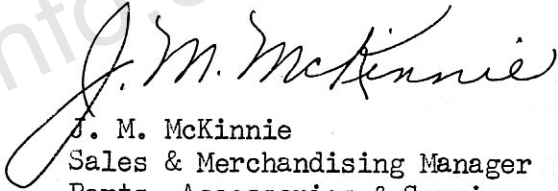
The used car manager - he can often use accessories to dress up used cars, since many of them are of the universal type that can add value to the car as well as improve its appearance.

Yes, more accessories sales can be made by the team you weld together as a group, and this accessory catalogue was designed to assist them in doing the job right.

This year - stock - promote - sell - more of those traditionally distinctive Packard Accessories.

Yours very truly,

STUDEBAKER-PACKARD CORPORATION


J. M. McKinnie
Sales & Merchandising Manager
Parts, Accessories & Service

MJU:er