

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

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RESPONSIBILITY OF A SERVICE SALESMAN

The result expected from a service sales force is easily summed up by such a statement as,—a sufficient number of satisfied customers from which is obtained a service revenue capable of absorbing a maximum percentage of fixed expenses.

However, such an explanation does not give a Service Man much information as to how he should operate to fulfill his responsibility. What actually should he be doing day by day to reach such a result?

First, let's keep in mind just what the problem is. Assuming that the dealer has an adequate sized building with proper equipment and a group of well-trained men, he still has the job of keeping owners coming back. To do this, the dealer needs service salesmen who know how to welcome customers and handle their requirements and their cars intelligently, combined with a simple, systematic direct mail follow-up plan.

We will deal here with the first part of this problem and in a later issue cover the follow-up plan and why that too is important.

A service salesman or contact man should be friendly, courteous, neat, and well-trained in meeting the public. Mechanical ability is most helpful but not absolutely necessary. A pleasing personality and knowledge of how to sell is much more important. High pressure selling is not required and should never be used. Making customers think they receive the best service possible is most important. It is the secret of keeping the customer coming back.

Good salesmanship and friendly service are worth more to a dealer and make the dealer more customers and more profit than the finest building or the best of equipment. These things, though necessary, never sold a single job. A pleasing smile and a sincere desire to serve keep a well-equipped shop full.

So much for what a service salesmen should ~~be~~. Now let's take a look at what he should *do*. First, he should wait on all customers promptly. This rule stands regardless of the age of the customer's car or its condition. It's important, too, to acknowledge and greet customers even though you are busy with another or talking on the telephone. Tell them you will be with them in a few minutes. Be friendly and call customers by name.

Allow the customer to tell *all* his story. Ask questions to bring out any trouble he is having with his car and get him to describe symptoms and tell what happens and when it occurs. Give cheerful businesslike attention to the most trivial requests. Appear always as being anxious to please. Never argue with a customer or contradict him. Try hard to understand each individual customer. Be sure you understand what result the customer is after and sell what is necessary so he will get just that result.

Before you start selling, be sure you are right. Do not guess when you are spending the customer's money. If you are not sure, just sell him an inspection, such as removing a wheel for a look at the brake lining, a check-up on the

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SERVICE MANAGER'S PERSONAL COPY

motor analyzer or pulling the pan to check the bearings. Inspections gain his confidence and make selling easier.

Good selling calls for explaining why he needs what you are recommending. Always explain what you are selling and tell him why it will give him the result he wants. Explain before giving a price; otherwise, you have the tougher job of justifying the price. Never use the word "overhaul"; it sounds expensive. If he is looking for economy in operation costs, sell him maintenance work and go light on the

appearance items. Sell him what he needs to make his car run or look like he wants it to run and look. Never oversell.

And finally, it isn't only *what* you do, but *how* you do it that counts. When you step up to greet a customer, he is forming an opinion of not only you but of the entire organization. A continuous attitude of friendliness which shows plainly a sincere desire to help customers solve their problems is the first essential of a successful service business. And—remember to smile—it doubles the sales value of anything you say.

"QUIZ TEST"

**HOW MANY DO YOU KNOW—
without looking at the answers?**



1. Air leaks at the intake manifold or carburetor flange will cause: (a) A lean mixture. ☐
(b) The engine to have a tendency to stall after starting. ☐ (c) A rich mixture. ☐
2. The side clearance of piston rings should not be less than .002z. True. ☐ False. ☐
3. S.A.E. No. 50 engine oil is recommended for use in the oil bath air cleaner during cold weather. True. ☐ False. ☐
4. Fuel pump screen or strainer should be cleaned with gasoline. True. ☐ False. ☐
5. A piston should be replaced if: (a) The head or skirt of the piston is cracked. ☐
(b) The ring lands are cracked or broken. ☐
(c) The side clearance of the top piston ring is greater than .006" measure 1/16" from the face of the land. ☐ (d) The oil drain holes are clogged with carbon. ☐

INSTRUCTIONS FOR SETTING SERVICE QUOTAS


From your records first obtain a count of the number of repair orders written each month for the previous three months. Divide this figure by three to get an average month and then add ten per cent to set up a new quota. Divide this figure by the actual working days in the month for which the quota is to be set. This is the figure that goes on the bottom line in the left hand column. Blank out the days in the column representing Sundays. Insert figures obtained for each day. By increasing the amount by the figure on the bottom line, the figure at the top of the column, representing the last day of the month, equal the monthly quota.

Do the same thing for labor sales and parts sales and you will have a quota card set up which looks like the sample. On the sample, the average number of repair orders is 22 per day, for the month 528. Labor sales are 167 per day and 4,008 for the month. Parts sales are 90 per day or 2160 for the month.

You may find that the ten per cent increase is either high or low (for any given dealer) and you may have to vary this. This can be done after watching results for one or two months.

The actual number of repair orders and the labor and parts sales are shown each day accu-

mulatedly. This way, by looking at the chart after inserting actual figures for the day, you know whether you are ahead or behind.



Our Service Quota

No. REPAIR ORDERS		LABOR SALES		PARTS SALES	
QUOTA	ACTUAL	QUOTA	ACTUAL	QUOTA	ACTUAL
	31		31		31
	30		30		30
	29		29		29
528	28	4008	28	2160	28
506	27	3841	27	2070	27
484	26	3674	26	1980	26
X	25	X	25	X	25
462	24	3507	24	1890	24
440	23	3340	23	1800	23
418	22	3173	22	1710	22
396	21	3006	21	1620	21
374	20	2839	20	1530	20
352	19	2672	19	1440	19
X	18	X	18	X	18
330	17	2505	17	1350	17
308	16	2338	16	1260	16
286	15	2171	15	1170	15
264	14	2004	14	1080	14
242	13	1837	13	990	13
220	12	1670	12	900	12
X	11	X	11	X	11
198	10	1503	10	810	10
176	9	1336	9	720	9
154	8	1169	8	630	8
132	7	1002	7	540	7
110	6	835	6	450	6
88	5	668	5	360	5
X	4	X	4	X	4
66	3	501	3	270	3
44	2	334	2	180	2
22	1	167	1	90	1

MAKE ALL THESE THERMOMETERS BOIL!

These forms are now available and Dealers may order from their Packard Zone.

LOW OIL PRESSURE

MODELS 18th, 19th and 20th SERIES

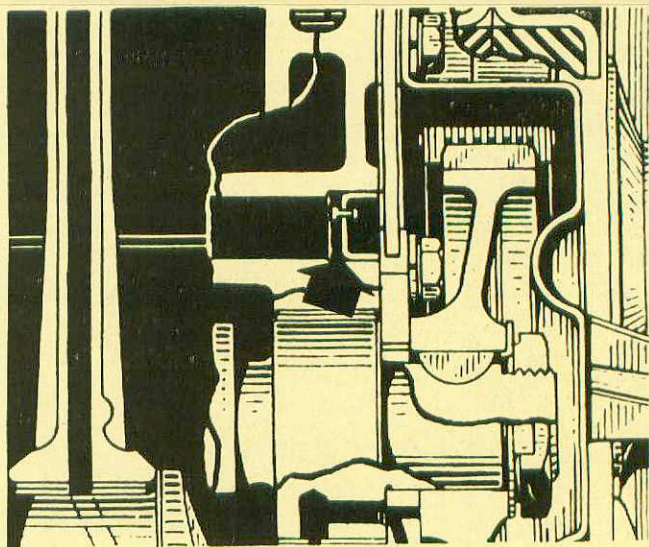
Cases of low oil pressure at idling speeds on 18th, 19th, and 20th Series Super Eights may be caused by wear or sticking of the valve tappet oil regulator valve.

An oil regulator valve is installed in each end of the valve tappet oil gallery in the cylinder block for the purpose of bleeding trapped air from the gallery and maintaining oil pressure to the hydraulic tappets.

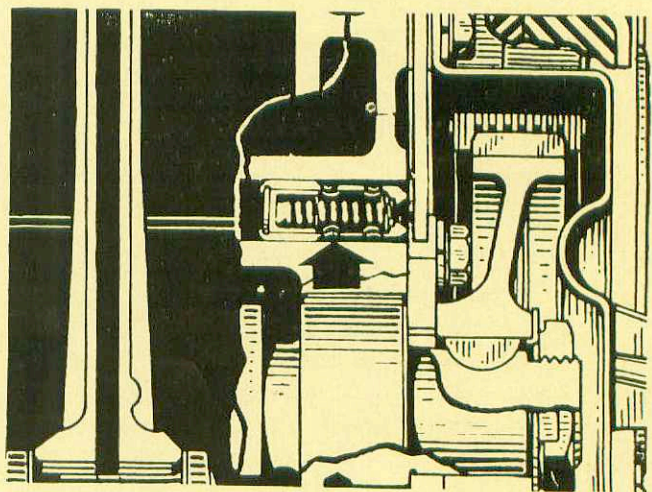
An excessive oil discharge from the rear valve may not be noticed since the discharge from this valve enters the space between the rear camshaft bearing and the rear camshaft bearing plug. Pressure will be maintained in this chamber due to the close fit of the camshaft rear journal in its bearing.

Failure of the front valve, however, will immediately be noticed as this valve discharges into the timing gear cover compartment. This unrestricted flow of oil from the tappet oil

gallery will cause a definite drop in oil pressure and possibly noisy tappets when idling. Upon opening the throttle, the oil pressure will build up to normal and the tappets will become quiet.



In the 18th and 19th Series Super Eight engines a "jiggle pin" type of valve was used. This type of valve was discontinued because continual movement of the pin caused the hole in the plug to become enlarged, permitting the pin to fall out. This allows an excess of oil to be bled off with resultant loss of oil pressure.



To overcome this difficulty, a new spring loaded piston type valve was developed for the 20th Series Super Eight engines. Some cases have been reported of pistons sticking in the open position due to sludge or foreign material in the oil. The result of the piston sticking is the same as that encountered when the early type valve became worn out.

To remove this valve on the 18th and 19th Series cars, it will be necessary to remove the

radiator and fenders assembly, damper, gear cover, timing chain, and sprockets. Support the front end of the engine and remove the front motor support and front end plate, then extract the valve from the gallery.

When inspecting or replacing the valve in a 20th or 21st Series car, remove the radiator grille and core, then proceed with the removal of the engine parts.

When a new cylinder and piston assembly is being installed in any of these models, be sure that the valve is in place before installing the engine front plate.

Part No. 324579—18th, 19th, Super Eight.

Part No. 351780—20th, 21st, Super Eight.

These parts are not interchangeable.

PISTON PIN BUSHINGS

SIX, EIGHT and SUPER EIGHT

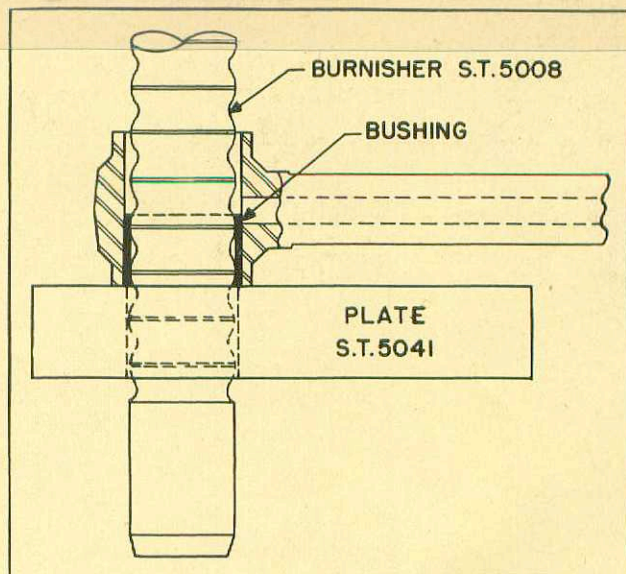
The piston pin bushing in the connecting rod is made in two pieces, the oil groove being formed by the gap between the two bushings at the center.

These thin bronze bushings are of the split type and must be expanded tightly into the connecting rod before they can be successfully reamed. If the bushings are not burnished or expanded into the rod, they will become loose and restrict the oil path in the rod, resulting in burned out bushings and scored piston pins. Loose bushings may also cause wear in the rod to such an extent that replacement bushings cannot be successfully installed.

When replacing these bushings, it has been found that if both bushings are installed in the rod, and then burnished in a single operation, the bushing into which the burnisher enters first has a tendency to creep toward the center of the rod when pressure is applied. When this occurs the oil groove may be partially or wholly closed and the oil hole restricted. This condition can be prevented by burnishing each bushing separately in the following manner:

1. Install one bushing into the connecting rod, using the plate and driver of tool, No. ST-5041. The outer edge of the bushing must be flush with the outer edge of the rod. The preferable method of installing the bushing is to press it into the rod using a small arbor press. If the bushing is installed by tapping the end of the driver, it should be tapped lightly. Although the driver has a shoulder which will contact the outer edge of the rod when the bushing is installed to the proper depth, the

inertia effect of a hard blow on the end of the driver will allow the bushing to enter too far.



2. Insert the burnisher, ST-5008, into the inner end of the bushing and, using the plate of tool, ST5041, and an arbor press, push the burnisher through the bushing from the inside, shown in cut.
3. The second bushing is then installed and this bushing is also burnished from the inner end, the burnisher passing through the previously burnished bushing.
4. Check the width of the oil groove. The gap between the inner ends of the bushings must be at least 1/16 of an inch.

ANSWERS TO QUIZ

1. ANSWER: a and b. See Service Letter December, 1943.
2. ANSWER: True. .002" is the minimum clearance measured to the full depth of the groove to insure against piston rings sticking in the groove.
3. ANSWER. False. S.A.E. No. 30 engine oil is recommended because S.A.E. No. 50 will become too thick for cold weather operation. See Service Letter January 1, 1941.
4. ANSWER: False. If gum deposits from gasoline are present, gasoline will not dissolve it. The fuel pump screen or strainer can readily be cleaned with a lacquer thinner, Bendix cleaner, or any similar cleaner.
5. ANSWER: a, b, and c.