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## PROMISES

By "A MAN WHO OWNS ONE"

Tom Buchanan, a friend of mine, is the sort of a fellow who is always on time. But yesterday, he was nearly half an hour late for our appointment. It was so unusual that I knew something was wrong.

Finally, he drove up in his car. "Sorry, old man," he said, "but I've been held up *again* by that confounded service department. That's the last promise they'll ever break to *me*!"

Then Tom told me what had happened. His car had been promised for four o'clock. He called for it at 4:15—and got it at 5:00! I didn't blame him for wanting to take his business somewhere else. I told him so; but at the same time, I wondered why broken promises are common in some service departments.

The way I look at it, any up-to-date service station should know how long it takes to do a service job, regardless of what kind of a job it is. That, plus a knowledge of the number of cars to be serviced in the shop, is all that any service man must know to make a promise of delivery. Once that promise is given, he should see that it is *kept*!

Of course, there are exceptions to any rule. Sometimes it's pretty hard to make a promise, especially when an owner expects the impossible. But even then, the service man can handle the situation tactfully so that the owner won't be antagonized.

If he knows that the job will take more time than the owner is willing to allow, he can explain how much work is involved. And, if the owner is a half-way reasonable person, he'll either agree to give more time or to

bring his car back at a more convenient time.

Through sheer stubbornness an owner might still refuse to do either . . . and in such a case there is but one thing left for the service man to do: Thank the owner for his patronage and refuse to undertake the work. Explain that a job done faster would result in dissatisfaction.

After all, it's far better to lose a single job than to risk losing a customer!

In a case where a job has been promised and then cannot be delivered because of some unforeseen event, the owner should be called and the situation explained to him. Few owners will take exception to such a procedure. Most of them don't care so much about being delayed as they do about waiting around the service department.

In self-defense, some owners make a habit of phoning the service department before coming in for their cars. Yet, in spite of this precaution, I've known cases where the owner called for his car only to find out that the service man who had told him it would be ready had based his assurance on *hope* rather than on *fact*. For this there is no excuse. The very least any service man can do is to check with the mechanic doing the job and to find out how much longer it will take before giving the owner a reply.

Time is valuable . . . especially to the type of people who own Packard cars. To keep them waiting because of a broken promise reflects carelessness . . . often creates ill-will.

If I were a Packard service man, I'd take care to be short on promises—long on delivery!



## IMPORTANT! STAMPING DELIVERY DATES

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### NUMBER INFORMATION

Motor Number—Stamped on left forward side of cylinder block.

Vehicle Number—Stamped on plate on front face of dash.

Body Serial Number—Embossed in front face of dash.

The Motor Number is the principal identifying number and should be used in ordering parts.

The Vehicle Number is stamped on the plate before the car leaves the factory, but the delivery date, the name of the Distributer or Dealer making the delivery, and the city, are stamped on the plate at the time of delivery.

The delivery date is of particular importance to the owner because it establishes the age of the car for insurance purposes. Be sure that the delivery date is stamped on your car.

The Body Serial Number is a thief-proof number and is used only as an identifying number when some of the other numbers on the car are defaced or altered. This is an additional protective measure given to Packard owners.



We are reprinting, for a very particular reason, a page from the Owner's Instruction Book; it is in the front of the book and is sure to attract the attention of the owner. It is a matter of considerable importance to him, it is likewise a matter of considerable importance to your organization.

Particular pains should be taken to see that every car is properly stamped before delivery; a continual check should be made at the time repair orders are written and any case where a plate is found unstamped where you know the car to have been delivered by your organization, pains should be taken to see that it is properly stamped. First, this should be done as a protection and as an assistance to your customers in obtaining service when they are away from your Service Station and second, it should be done to protect you against any unjust claims, based upon the tourist policy.

You will recall that the factory is now operating upon the ruling that any claims arising concerning cars with unstamped plates, the decision on such claims will be against the distributor or dealer failing to properly stamp the plate.

We are again calling this matter to your attention with the request that it receive proper attention.

## MECHANICAL REFERENCE BOOK SUPPLEMENT

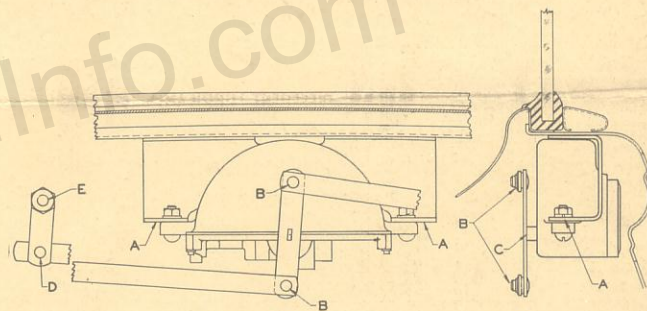
We have available a new supplement to the *Reference Book of Mechanical Information*. This book acts as an index and ready reference to all mechanical items mentioned in the *Service Letters*. It is, therefore, important that you keep your book up-to-date with the supplements issued every six months.

If you wish index tabs they can be obtained without charge. Just write and ask for them. Also, if you have not received a sufficient number of supplements to keep your reference book up-to-date you should write for these.

We are forwarding supplements to distributors and two to each dealer. If additional sets are required please write to us.

### WINDSHIELD WIPER OPERATION 120-120B

The accompanying views show the windshield wiper motor mounting and linkage as used on all model 120 cars. The upper flange of the wiper motor bracket is welded to the under side of the cowl and the motor is bolted to the two lower flanges A. These flanges have elongated holes which permit shifting the motor side-wise to secure a uniform parking position for the two wiper blades on the windshield glass.



Should the flanges A be bent out of their proper position, all of the bearings in the linkage B, C, D and E will be cramped and the increased friction interferes seriously with satisfactory operation.

In all cases of sluggish operation the proper alignment of motor and linkage should be checked.

Should the A flanges require rebending, it is advisable to loosen or remove the motor before bending and to check the alignment of the two flanges before tightening the attachment bolts to avoid distorting—or breaking—the die cast motor body.

### VALVE SPRINGS

In any case where you encounter broken valve springs, a careful check should be made for water leakage.

Moisture in the valve compartment will cause the corrosion of the springs and breakage is likely to result. The evidences of corrosion may be very slight.

If, when you replace a broken spring, you find evidence of a water leak it will be advisable to replace the entire set as a safeguard against further trouble.

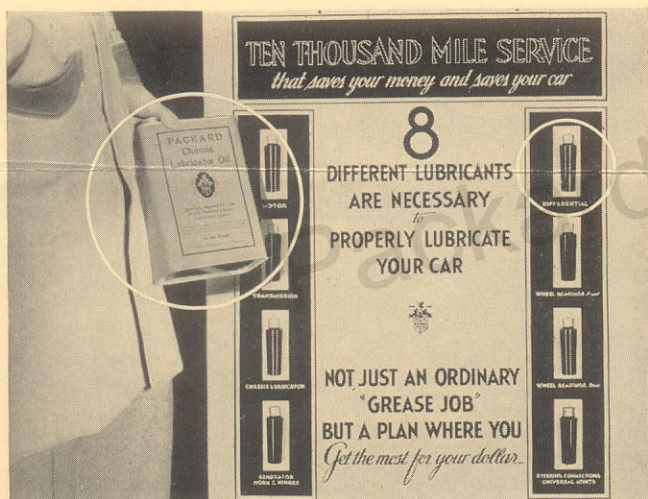


## SERVICE DEMONSTRATIONS

What does the new car salesman depend upon to put across his sale? Three things—his sales story, the demonstration and the appraisal. Total sales of cars can be quite definitely foretold by the number of each of these things. For instance, if a salesman will make a certain number of calls, at which he tells his sales story, make so many demonstrations and appraisals he will average a certain number of sales. The figures vary in different locations.

No such study of effort and result has been made of Service Sales, and it may not be needed. On the other hand what would the result be in dollars if we laid down a definite sales procedure with a quota? How many service salesmen or service managers set up a definite quota of calls to make either personal or by telephone? In how many of your "sales" do you use a definite demonstration? Do you do a good job of selling the price or do you quote the price and try to excuse it?

You have heard a lot about making calls and a lot more about selling service, so let's talk about demonstrations as they apply to service. Selling might be thought of as trying to get someone to buy something through his ears. Demonstrating is selling through the eyes. Of course you have to do both, but the point is there isn't enough demonstrating being done in service selling.



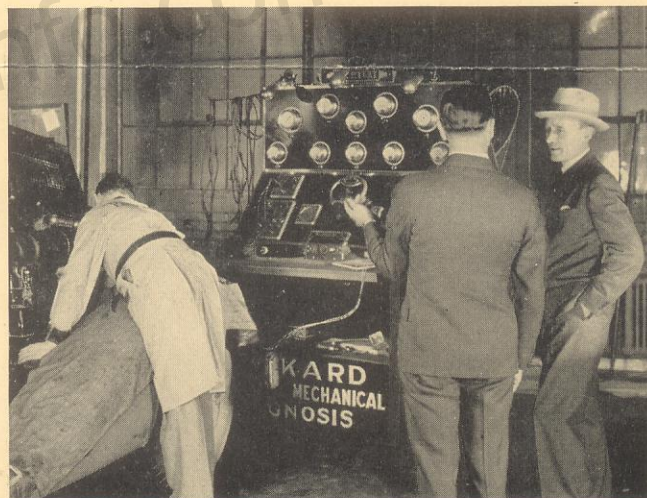
An example? Sure—I can send you a five-page letter telling you why Packard should lubricate your Packard, well written, nice paper, and what do you do with it? Right—the waste basket. Now you walk into my clean, modern service station, and I show you my new lift and bright shiny guns and white drums. Then I show you a nice clean display of six or eight different lubricants that are used in our job. Then I show you on a car on the lift the points that may be overlooked or over lubricated, and on a display board I show you the definite results of improper lubrication.

Are you more convinced than you were by the letter or just by my telling you? Sure you are. The demonstration does it.

Another example? Sure—I tell you that the piston pins in your motor are loose, that they are making a noise and that they may score the block if you don't buy new ones. So what? You say, "The noise isn't too bad and you can't scare me, good day." Or I walk over to the parts window and ask for a piston, connecting rod and an undersize pin that I keep for the purpose. They are wrapped and clean. With a little showmanship, I carefully unwrap them and assemble them. I handle them as precision parts should be handled not as cheap inferior parts. I mention skilled workmanship and precision and rigid inspection and you begin to respect the quality of the parts you will receive. Then I show you where the wear has taken place, and I point out the results of not replacing and the benefits of replacing. More convincing?—sure it is!

Yes, you say but there are a lot of things you can't handle that way. Maybe so, but:

1. Did you ever try showing a customer why he needed an oil change with a blotter and a few drops of oil, first from his crankcase and then from a clean oil can?
2. Ever cut an old dirty oil filter in half? Does it show why they should be replaced?
3. Ever try polishing half a car?
4. Do you demonstrate your equipment?
5. Have you a display of exchange parts?



This demonstration business does the trick if you handle it right. Don't try one on a customer until you have practiced it first. Start with the outstanding feature first. You may not have time for all of them. If possible demonstrate on the owner's car. As you demonstrate, talk *his* car and the benefits to *him*.

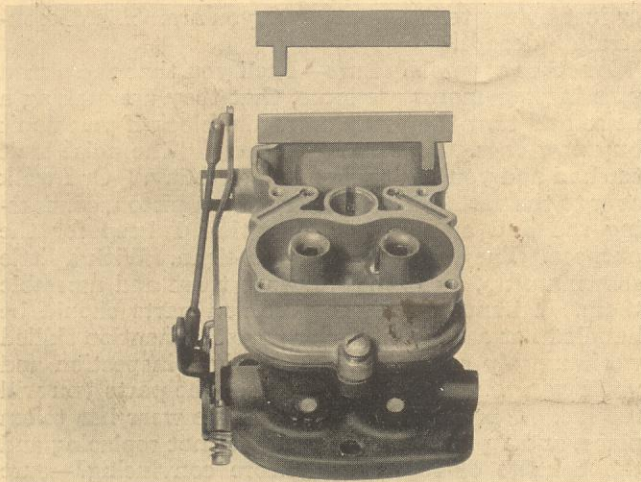
If demonstrations sell new cars let's see what demonstrations will do for Service Selling.

## SPRING MAILING

Both distributors and dealers should be ready for an intensive spring service selling campaign. The 1936 Spring Mailing Piece will be of great assistance. We have individualized it to your particular requirements by making it possible to change the items which are listed, along with the imprinting of your firm name, address, and special price. See the sample with General Letter 943 and . . . . *Order Today!*



## SPECIAL PRICES ON SPECIAL TOOLS



**Carburetor Fuel Level Gauge**

Tool No. S. T. 5011—Special Price, \$.20

The gasoline level in the carburetor float chamber can be measured with this gauge, which has a projecting point. The float can be reset by bending the float lever arm. The gasoline level in the float chamber is determined by placing the tool across the float chamber and the lower part of the gauge should be flush with the gasoline level.

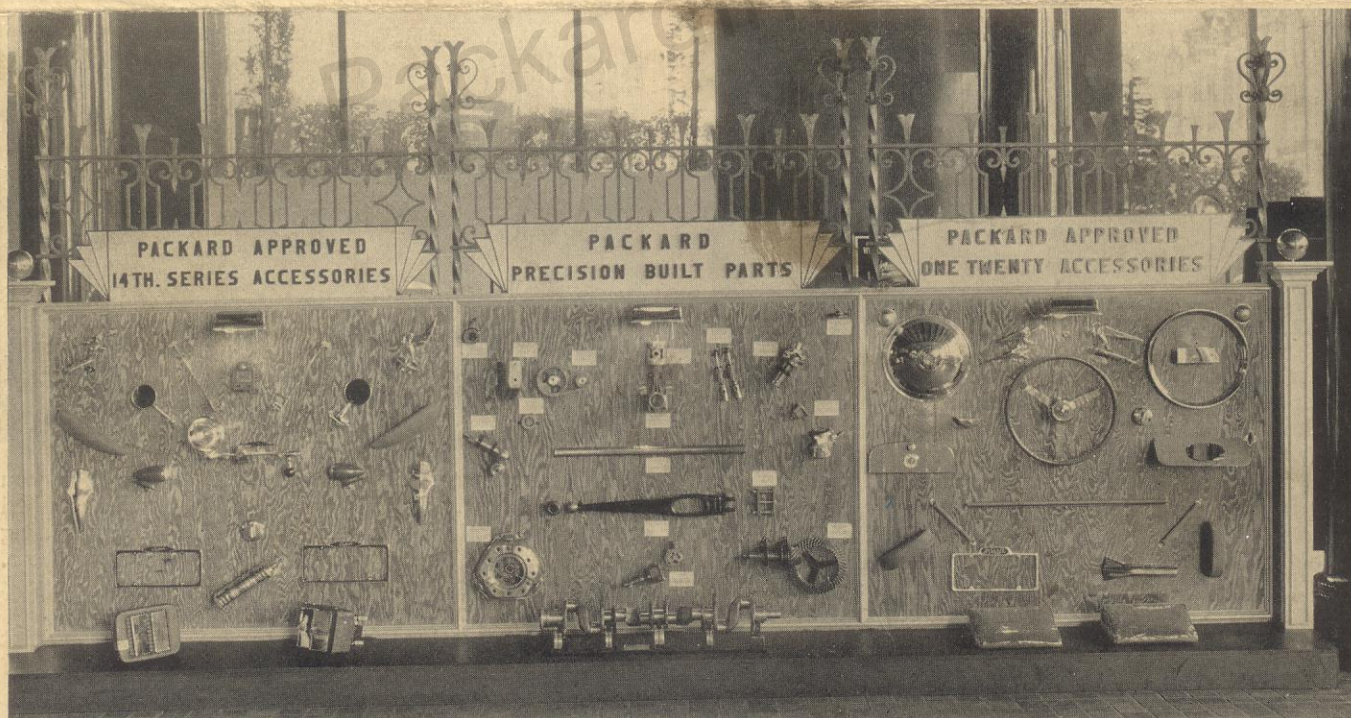


**Transmission Second and Direct Clutch Ring Gear Ball Bearing Clamp Tool**

Tool No. S. T. 5014—Special Price, \$.60

This tool will save much time when assembling ball bearing in the clutch gear. The ball bearing and springs are placed in position, then the clamp is placed over the clutch gear and compressed so that the ring gear will slide over the clutch gear, as illustrated in the above picture.

## PARTS AND ACCESSORY DISPLAY



Submitted by Earle C. Anthony, Inc. of San Francisco

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