

# POWER-PACK

Published weekly by the Packard-Clipper Division  
Sales Training Department.

A compilation of powerful ideas and  
suggestions for building SELLING POWER!

**GOOD SELLING TO YOU, MR. PACKARD-CLIPPER SALESMAN!**

*Every Time* **You Sell a Packard or Clipper, You've  
Sold a Lot More Than an Automobile.**

One of the most successful sales managers in the country glares at his encyclopedia salesman, pounds the table and shouts: "Your customers don't buy a set of books! Get that out of your heads! They're buying your song-and-dance!"

Granting that your presentation of a Packard or Clipper is not supposed to have all the "song-and-dance" of "the book pitch", it's still true that when a man buys from you, he has bought—not just an automobile but—**YOU . . . YOUR sales presentation, YOUR sales personality.**

*When* a prospect fails to buy a Packard or Clipper from you, it isn't necessarily the product that has disappointed him. He has also turned **YOU** down.

**That is why it is so important for Packard-Clipper salesmen to analyze their sales personality and their sales performance periodically.**

NOTE: If you belong to a dealership which has been using the **MAN-POWER DEVELOPMENT PROGRAM**, have you checked yourself against the evaluation tests in your retention booklets? You should check yourself periodically.

# PACKARDS — NOT POPCORN

If you were in Tiffany's shopping for a diamond necklace in the \$2,000 to \$4,000 quality class, you wouldn't buy it from a salesman who was wearing loafers and a gaudy open-collared sport shirt. Nor would you buy it from a salesman who, though dressed in a cutaway and patent leather shoes, stopped chewing gum to say, "Hiya Bud, what c'n I do ferya?"

Because a customer "buys" YOU when he buys your product, the more closely your appearance and personality resembles what the prospect is looking for in a new Packard or Clipper, the easier it will be for you to sell him.

A Packard prospect is looking for such things as

QUALITY

STABILITY

ELEGANCE

PRESTIGE

DISTINCTION

REFINEMENT

The majority of Packard prospects reflect these same attributes in their personalities. Being cultured, refined, intelligent, courteous people themselves, they appreciate these qualities in the people with whom they do business.

COURTESY IS YOUR BEST DOOR-OPENER . . .  
COURTESY IS THE KEY THAT OPENS A MAN'S CASTLE,  
HIS INTEREST, HIS FRIENDLINESS AND HIS SUGGESTIBILITY

**COURTESY ALSO HELPS OPEN HIS WALLET**

The smart Packard-Clipper salesman dresses, acts and speaks not to please himself but to please his prospects.

For the benefit of those salesmen whose dealers have not yet ordered the **MANPOWER DEVELOPMENT PROGRAM**, we list here a few of the most important self-evaluation questions in the pocket-size retention booklets that are a part of the program.

## **"Ask YOURSELF these questions:**

- Am I a better salesman today than I was a year ago?
- Am I average, below or above average?
- Have my methods of prospecting improved?
- Do I close more sales?
- Do I close profitable sales?
- What have I learned since I first began to sell which has improved my ability to sell?

## **"How do I rate on**

### **SINCERITY**

- a) selling cars is important
- b) well, maybe
- c) I don't think it matters

### **GOOD APPEARANCE**

- a) I check my appearance
- b) so what?
- c) what are you talking about?

### **PLEASING VOICE**

- a) I've heard myself recorded
- b) I haven't
- c) No complaints, why bother?

### **CONFIDENCE**

- a) I continue to study my job
- b) I knew everything when I started
- c) I'm not very "lucky"

**"THE EXACT TIME TO CLOSE A SALE CAN BE DETERMINED WITH REASONABLE ACCURACY BY:**

- a) a memorized formula
- b) the amount of time spent with the customer
- c) using trial closes
- d) waiting until the customer indicates he is ready

**"TO MAKE THE BEST FIRST AND GENERAL IMPRESSION ON YOUR CUSTOMERS HOW SHOULD YOU DRESS?**

- a) carelessly
- b) according to the latest men's fashion books
- c) neatly and conservatively
- d) flashily—to indicate you're a great financial success

**"WHICH ONE OF THE FOLLOWING PHASES OF PACKARD-CLIPPER SALESMANSHIP IS MOST FREQUENTLY ABUSED?**

- a) lack of tact and courtesy
- b) poor planning and budgeting of time
- c) improper dress and poor grooming
- d) inability to talk in a convincing manner."

# NO AVERAGE PROSPECTS

Basic in the selling psychology of the successful Packard-Clipper salesman is the assumption that every prospect he meets – no matter what the prospect looks like – is an exceptional individual. Every prospect is a distinguished personage, a VIP, a man of real eminence – no ordinary mortal.

Once the salesman plants this thought firmly in his mind, his sales interviews will automatically contain a tone of subtle flattery that substantially reduces the the prospect's sales resistance.

Even those few individuals with little self-pride—even the ones who say "flattery will get you nowhere"—eventually find it both easy and pleasant to *believe* you if your complimentary tone is persistent and sincere enough. And once your prospect looks upon you as an unusually perceptive fellow for recognizing his superior qualities, he is also ready to believe you when you insist that the Packard is the one car such a distinguished person as himself should drive.

**YOU'LL SELL MORE PACKARDS AND CLIPPERS  
BY PLANTING IN YOUR MIND THE THOUGHTS - - -**

**MY PROSPECT is one of the few who DESERVE to drive a Packard.**

**Only a Packard is GOOD ENOUGH for MY Prospect!**

**MY Prospect is a**

**Very Special Guy!**

**It's BECAUSE he's special that he BELONGS in a Packard.**

# **APPROACHING THE SELECT MARKET**

For the Packard salesman who is well-spoken, well-dressed, well-mannered, courteous and considerate, mass prospecting methods work just as successfully in the select market as in the volume market.

Your appeal to this market, however, is different from the appeals you use so successfully in the more general market.

## **The Average Select Market Prospect Will Pay Almost Any Price For Quality and Prestige**

**All You Have to Do Is Convince Him  
He Gets Quality and Prestige in a Packard.**

Your best Packard prospect is the man who is looking for the best, the finest, the most impressive.


He is looking for the car that tells the world he is a man of quality, of dignity, of refinement—not a show-off but a man of lasting substance, a community leader. Sell the Packard as the car that will "say" just that.

Let your prospect know you respect and admire him.

By subtly and persistently insisting that it's because of your prospect's qualities of leadership that he should be driving a Packard, you are automatically attributing these same outstanding qualities to the Packard.

**If you are clever, forceful and REPETITIOUS enough with this approach, you can put your prospect in a position where saying "no" to the Packard would be like denying all the complimentary things you've said about him, personally!**

# THE POINT IS . . .



Once you make up your mind to DO SOMETHING DIFFERENT, you'll begin all over again to learn, analyze, study, and discover new things about your profession. Boredom can't touch you! You'll recapture the enthusiasm you had when you first began selling Packards and Clippers. Your salesmanship will improve almost immediately.

**Best of all, you'll sell more cars, earn more money**

Maybe you are the kind that hated school, hated study. If so, the truth is — you never really studied at all!

THE PERSON WHO STUDIES, LEARNS,  
THE PERSON WHO IS LEARNING FINDS EVERY MOMENT  
INTERESTING, STIMULATING, and EXCITING.

You are extremely lucky, Mr. Packard-Clipper salesman, that you are in a profession where you will never run out of things to learn.

“When you're green, you're still growing”

“When you're ripe, you're almost rotten.”

The Packard-Clipper salesman who stays green — who keeps learning and growing, even though he is already a top producer — will be a dealer, a district manager, or a general sales manager a few years from now.



**AND SPEAKING OF LEARNING, HERE'S  
SOMETHING TO MEMORIZE FOR YOUR SALES TALKS — — —**



# 'Get A Receipt'

You have all seen one of your fellow Packard-Clipper salesmen come stumbling back from a "hard-sell" but unsuccessful pitch, mopping his brow and slumping the nearest chair with the words: ". . . like talking to a brick wall." Maybe you've been in that spot yourself.

If so,

Isn't it possible that it's partly because you were delivering your hard-sell to your prospect **JUST AS IF HE WERE** a brick wall, instead of a human being?

Maybe the Packard-Clipper salesman who keeps running into "brick walls" is working too hard. Maybe he's trying to do all the work *himself*, trying to do all the selling himself.

. . . INSTEAD, WHY NOT GIVE THE PROSPECT A CHANCE TO SELL HIMSELF A LITTLE! . . .

○ TELL some of your enthusiastic sales story, of course

But Then

--Ask a Question -- one he can't say "no" to

--Get a Reaction -- some degree of agreement

--Find Out If Your Prospect Is With You

--'Get a Receipt'

In fact, don't go any further, keep working on the same point, until you get your receipt.

And here's a third canned sales talk on another Packard-Clipper feature.

○ We suggest you *memorize it so well* that you will be able to adapt it, slow it up, speed it up, or get receipts in the middle of it to fit the character of your "audience" without getting off the track ---

**P A C K A R D**

# **POWER-PACK**

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## **Be Smart, Mr. Packard-Clipper Salesman**

**Your**

**1956 PACKARDS AND CLIPPERS  
HAVE MAXIMUM APPEAL FOR  
AUTOMOTIVE-MINDED PEOPLE**

The more your prospect knows about and is interested in the mechanical and engineering aspects of automobiles, the quicker he'll buy a Packard or Clipper.

### **Because**

Your 1956 Packards and Clippers are radically "ahead of their times" in engineering advancements. In performance and safety features, Packard superiority over all competitive 1956 cars is imposing and provable, — truly spectacular.

**BUT THE ONLY WAY YOUR PROSPECTS CAN KNOW ABOUT PACKARD'S SPECTACULAR SUPERIORITY IS FOR YOU TO TELL THEM ABOUT IT — NOT ONLY WITH ENTHUSIASM BUT WITH THE CONVICTION THAT COMES FROM A CLEAR AND PERSUASIVE EXPLANATION OF THE FUNDAMENTAL ENGINEERING FACTS.**

**How good is Your Explanation of the Torsion-Level Ride?  
Make it good enough, and it will sell Packards for you!**



# **Wanted - Information**

In last week's Power Pack (NO. 10), we stressed the importance of selling yourself, of dressing, talking and acting in keeping with the distinguished quality and leadership of the product you represent. This week, let's think about selling the product.

Put yourself in your prospect's place for a minute. From newspaper, radio, TV or magazine advertising you have the impression that Packard has something no other car has. You need a new car. Even though you've never owned a Packard before, you figure you'd better find out if there is really anything to this torsion-level business you've heard about. So you wander into a Packard-Clipper dealership, and ask about it.

The pleasant well-mannered salesman says, "Well, it's great, it really is! It keeps the car level, you know — no matter how many people you have in it. No other car has it. It's great. It's a torsion-bar suspension instead of springs . . . much better than springs. It's a little hard to explain, but the engineers have really done a great job on it! By the way, what do you think of our interior trim . . . pretty nice isn't it?"

You leave the dealership saying to yourself, "I guess that torsion-level thing is just an advertising gimmick. It's a nice car sure enough, and that salesman was a likeable fellow. . . ."

## **BUT NO SALE!**

The plain fact is that nobody can explain anything he doesn't clearly understand himself. If this, by any chance, means you, here's some help.

Ask yourself how you as a prospect would react if a Packard-Clipper salesman gave you the following answer to the question—

# WHAT'S A CAR ANYWAY?

The car we drive is, in a sense, "our home away from home." In fact, because more people see us in our cars than in our homes, the kind of car we drive is more important to the ego of many of us than the kind of house we live in.

If a Man's HOUSE is his CASTLE,  
A Man's CAR is his THRONE . . . .

. . . HIS PARADE UNIFORM . . . HIS COAT OF ARMS . . . HIS CREDENTIALS  
. . . HIS PASSPORT . . . HIS CREDIT REFERENCE  
. . . HIS CALLING CARD.

Most Americans like to feel they belong to a certain group. There's no quicker and surer way to get this feeling--false or not--than to wear the clothes of that group; and what is a car but a major part of our apparel!

If we drive an aristocratic car, we know that everybody will immediately assume we belong to the aristocracy. And if people *treat* us like aristocrats, our vanity is largely satisfied.

Everybody likes to make a good first impression.

WHEREVER WE GO, WHOMEVER WE MEET . . . . .

The Car We Drive Up In  
IS Our First Impression

*All this is highly important to you as Packard-Clipper Salesmen.*

Your sales of Packards and Clippers will improve when you constantly remember that one of the main reasons people buy a luxury car is to -----

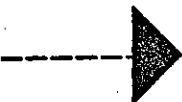
# BUILD THEIR EGOS

Many of the most successful Packard-Clipper salesmen owe their success to the fact that they've learned how to sell Packard products not just as fine dependable transportation but as means to satisfy their prospects' deep psychological needs.

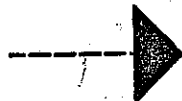
These salesmen are students of human nature. They search for clues to the underlying — — — even the subconscious — — — motives their prospects have for wanting a new car.



MR. X. might be running a shoulder-to-shoulder race for promotion with a rival at the office.



MR. Y. has an obnoxious neighbor who has just bought a gaudy new car and is bragging about it too much.



MRS. Z. is up for re-election at her Woman's Club.

**ALL OF THEM THINK THE OWNERSHIP OF A NEW CAR  
WILL HELP THEM ATTAIN THEIR GOALS.**

The clever salesman keeps all such possibilities in mind, and subtly interjects comments which anyone of these prospects might apply to his or her own situation.

Besides selling all the normal customer advantages of Packard or Clipper ownership—such as *safety, performance, ease of handling, engineering leadership*—

**these salesmen never forget to sell prestige.**

**They Never Forget To Build Their Prospects' Egos.**

# What is The Torsion-Level Ride?

"The Torsion-Level Ride is one of a combination of advanced engineering features that make Packard's new Clippers not only the most comfortable but the safest cars on the road.

"Torsion' means twisting. All minor shocks to the wheels are kept completely within the long bars, are absorbed within the twist of the bars, don't reach any part of the body.

"The torsion bars make the front and rear wheels work together. When the front wheels hit a big bump, the rear of the car rises at the same time and almost as much as the front.

"Then, when the rear wheels hit the same bump a split-second later, not only is the rear of the car already raised, lessening the shock, but the bar keeps the front of the car slightly raised until both wheels are on level ground again. The whole car rises gently, and stays level, instead of pitching, nose-diving and tailflipping over bumps.

"Obviously the front-to-rear linkage of the torsion-level ride makes for a decidedly more comfortable ride than in cars with the old principle of separate front-and-rear springing.

"But even more important is the tremendous safety advantage.

"Tests have proved that Packard drivers have far more control of their cars both on curves and in the case of either a front or rear tire blow-out.

"But let's go for a ride, Mr. Jones. We'll find some bad roads and let you feel the difference. A ride will show you that our new Packards and Clippers are the safest and most comfortable cars on the road. . ."

If that's the kind of sales talk that would begin to make you, as a prospect, interested and enthusiastic about a Packard, there's only one thing for you, as a Packard-Clipper salesman, to do — increase your sales —

**MEMORIZE THAT SALES TALK NOW!**

Next week we'll give you a carefully worded sales talk on another major Packard feature.

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## Be Smart, Mr. Packard-Clipper Salesman!

All Packard-Clipper salesmen, even the top producers, have new things to learn all the time.

The minute a man feels that he has learned all there is to learn, knows all he has to know about his occupation, his efficiency and productiveness start down-hill.

For salesmen particularly, it is disastrous to be bored.

**YOU'LL NEVER BE BORED**

**YOU'LL KEEP THE ENTHUSIASM THAT SELLS,**

**YOUR SALES RECORD WILL CONSTANTLY IMPROVE—**

**SO LONG AS YOU'RE ALWAYS LEARNING NEW THINGS**

- ★ ABOUT SALESMANSHIP
- ★ ABOUT YOUR PRODUCT
- ★ ABOUT YOUR PROSPECTS
- ★ ABOUT YOURSELF

### IMPORTANT TO DEALERS

Don't waste your promotion and advertising dollars! Don't waste the advertising and promotional help the factory gives you — such as the "Double Discovery" advertising and promotion program that is running during the 2nd quarter, including May and June.

Convert the prospects that such advertising and promotion bring you into profits by making sure your sales team is trained well enough to convert prospects into buyers.

**ORDER YOUR MANPOWER DEVELOPMENT PROGRAM, this year's RETAIL SALES TRAINING PROGRAM.** Many dealers report their salesmen participating in the meetings fully and enthusiastically.  
**ORDER TODAY — from the Sales Training Department.**

# **BORED?**

## **DO SOMETHING ABOUT IT---**

### **QUICK!**

Boredom is dangerous! During the last war, non-combat areas like Panama and the Aleutian Islands sent a higher percentage of G. I.'s to psychiatric wards than did combat areas, proving that the human nervous and mental systems are more easily damaged by boredom than by bombs and bullets.

The cure for boredom is an obvious and simple one: **DO SOMETHING DIFFERENT**. Like the cure for any other ailment, it pays to apply the remedy at the first symptoms.

If you notice even a suspicion of boredom in your selling of Packards and Clippers, **DOING SOMETHING DIFFERENT** in your non-working recreational hours will help; but a far more effective and lasting cure is to **DO SOMETHING DIFFERENT — IN YOUR SELLING!** Experiment!

Try being more aggressive than you have had nerve enough to be before. Test out the techniques of other successful salesmen, the techniques you've never tried because you thought they didn't fit your sales personality.

### **FOR INSTANCE**

Instead of approaching the walk-in with your usual "Good afternoon, sir. Beautiful day for the baseball game, isn't it? What can I do for you?", try: "Hello, sir. Did you have in mind a particular model of car you were planning to buy today, sir, or would you like to see several different models?"

Half-way through your demonstration ride, spring the question: "Can we go over and show this fine car to your wife right now, sir — or were you planning to surprise her?"

**P A C K A R D**

No. 13

# **POWER-PACK**

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**Be Smart, Mr. Packard-Clipper Salesman!**

**Good Personal Selling**

**Demands Mutual Understanding**

**Between The Salesman And The Prospect.**

True, you, as a Packard-Clipper salesman, should control the sales interview, guide it, and do most of the talking. But equally true — — what little talking the prospect does is of great importance to you.

Not that you should believe everything he says. Most successful salesmen develop an immunity to any negative suggestions of the prospect; and some say they've trained themselves "not to hear" a prospect's "NO".

They don't mean that literally. What they mean is that they closely watch their prospect's reactions and realize that any hint of a "no" is just a signal for them to sell more positively.

**The Best Salesmen Make Sure**

**Their Prospect Is Always 'With Them'.**

# Keep 'Em 'With You'

The Packard-Clipper salesman with the best canned sales talk in the country won't, for that reason alone, sell the most Packards or Clippers, any more than the best Shakespearean actor in the world will hold everybody spellbound. Some people won't like the best canned sales talk on Packards or Clippers, either.

Like a good actor, you have to play to and with your audience. If your "audience" next Tuesday happens to be a rather "slow" fellow, you'll have to slow down to keep him with you. If next Friday's "audience" is on the "sharp" side, you'll have to go fast. You have two hazards: losing the "slow" man because you are too far ahead of him and are confusing him; or losing the "sharp" one because he's too far ahead of you and you are boring him.

Let's suppose you had a sales talk so good it sells 60% of the people who listen to it. Should you give that same sales talk in the same way to EVERYBODY, and shrug off the non-buyers as just "too dumb" to get the point? 60% closes would be a tremendous sales performance; but why let those other commissions go when it would be so easy to bring "the dumb ones" along by adapting your delivery just enough to make sure you had them with you, point by point.

**EVERY SALE REQUIRES YOUR GETTING**

**A CERTAIN DEFINITE RESPONSE**

**FROM EVERY PROSPECT**

The actor wants his audience to respond with a laugh or applause.  
You want your audience to respond with his money, his signature.

**To Get the Response that Means SUCCESS,  
Both YOU and the Actor Must Be  
Sensitive To Your Audience**

**Play To Them**

**Play With Them**

**Keep 'Em With You**



**P A C K A R D**

No. 14

# **POWER-PACK**

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**BE SMART, Mr. Packard-Clipper Salesman!**

In the last few issues of POWER PACK, we have given you some brief sales talks on certain important Packard-Clipper product features, and suggested that you memorize them.

You are all aware that successful salesmen in all fields use with every prospect certain unchanging phrases that have proven to move their prospects towards the sale.

Some salesmen, in fact, have every word of their sales talk standardized from start to finish. Such a methodical approach to salesmanship is commendable, is much better than any hit-or-miss method. . . .

**BUT!** It has its dangers, too.

In selling Packards and Clippers, you can't afford to be like those much ridiculed museum guides who, when interrupted in their memorized talk, can't go on without starting all over again.

**Packard-Clipper Salesmen must be Sensitive to  
The Varying Interests, The Varying Needs  
The Varying Temperaments of their Individual Prospects**

**They must be able to "Detour" without getting lost**

Actually, the better you have memorized the SENSE of your sales presentation the better you will be able to . . . .

## **DETOUR WITHOUT GETTING LOST!**

# SLOW DOWN

Having recognized that some obstacle to buying a Packard or Clipper exists in your prospect's mind, your strategy for getting safely past it is similar to what you would do when you encounter any kind of road-block on a highway.

## CERTAIN THINGS YOU DON'T DO . . .

- you don't speed up and try to ignore the situation.
- you don't try to bump it head-on or push it out of your way.
- you don't try to go over it.
- you can't get under it either.

## YOU "DETOUR"

Which according to the dictionary, means to turn aside, to go around, to deviate temporarily from the usual route. It also often means you change gears, go slower, travel more cautiously.

The detour is usually not as smooth as the main route. Under the circumstances, however, it's still the best way (often the only way) to get where you want to go—on the road, or in a sales interview.

# BE SMART LEARN STUDY TRAIN

## Important

There are still some kits of the powerful MANPOWER DEVELOPMENT PROGRAM, the Packard-Clipper sales Training Program for 1956, left.

Judging from the comments and results reported by dealers who have been using the program conscientiously, the stock of these kits won't last long.

Your dealer owes it to you — AND TO HIMSELF — to get this package and use it.

It costs only \$49.50. It will help you and your dealer sell cars — yes, that's plural — cars.

ORDER FROM THE SALES TRAINING DEPARTMENT TODAY, BEFORE IT'S TOO LATE.

# DETOURS

**Successful Packard-Clipper Salesmen Know How To Handle Detours.**

First, they know a detour when they see it. The detour signal in a sales interview is never as plainly marked as on a highway.

Trainee salesmen often fail to recognize when a detour is called for in their sales talks. They continue full speed ahead until they suddenly hit an obstacle that causes a "break down" too serious for overhaul in time to make their sale.

## WHEN TO DETOUR

### IT'S TIME TO DETOUR WHEN YOUR PROSPECT

1. Hasn't understood what you've told him
2. Doesn't believe what you've told him
3. Doubts the wisdom of purchasing a Packard or Clipper

Your prospect can misunderstand you without realizing it himself; and few prospects will quickly express to you all their doubts about buying a Packard or Clipper, any more than they would easily tell you they thought you were a liar. You have to check for detours.

You can't afford to let your prospect keep his misgivings to himself. Force them out in the open where you can see them and fight them. Test your prospect's attitude frequently, **BY ASKING QUESTIONS.**

### IT'S ALSO TIME TO DETOUR WHEN YOUR PROSPECT

4. Asks a question
5. Makes an excuse for not buying
6. Raises an objection

# Recommended Detours

LITHO IN U.S.

## Your Packard-Clipper Prospect Stalls

### Politely Challenge the Stall.

If he says, "I'll have to check this with my wife,"

You say, "Fine! Let's go and see her now."

If he says, "Maybe I'll stick with my old car a little longer,"

You say, "Suit yourself, Sir, but that can be pretty expensive, as you know: increasing service costs, higher operating costs, depreciation — but worst of all, it can make a big difference how your business associates and friends feel about you. In this beautiful new Packard, though. . . ."

If he merely keeps saying, "I think I'll wait,"

Make him give a reason — BY ASKING "WHY"

## Your Packard-Clipper Prospect Asks a Direct Question.

Give him the Answer — or Offer to Get the Answer — Right Away, even if his question detours you radically from the point you were making.

(You still keep control — even on a detour)

## Your Packard-Clipper Prospect Raises an Objection.

Lead Him Out far enough to Make Sure He is Expressing his REAL objection.

Play Up Another Product Advantage to prove that it more than offsets the disadvantage the prospect imagines.

You've heard it before, but it's worth repeating---

**An OBJECTION is REALLY a REQUEST  
FOR MORE INFORMATION**

No. 15

PACKARD

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**Be Smart, Mr. Packard-Clipper Salesman!**

IN YOUR SELLING OF PACKARDS AND CLIPPERS,

**Flattery Will Usually Get You --- SOMEWHERE,  
...OFTEN, RIGHT UP TO THE SIGNED CONTRACT!**

Most human beings, male and female, have a strong streak of vanity in their makeups. A large part of what we buy, is bought to satisfy that vanity.

If it weren't for vanity, we'd all drive our cars for 10 years or more. The real reason so many of us buy a new car every one, two or three years is not because our car is worn out, is too expensive to maintain, or looks shabby, nor is it because frequent changes are economical, either; it's because we want to show everybody we're as up-to-date, as stylish and as well able to *afford* a new car as the rest of the people in the group to which we belong.

**We buy the new car because**

**we'd be a little ashamed, a little embarrassed not to.**

# WEIGHT DISTRIBUTION IS IMPORTANT!

"Among the superior engineering features which make Packards and Clippers the safest cars anyone can drive, Mrs. Johnson, is good weight distribution between the front and rear wheels.

" Because the engine is at the front, the front wheels carry a heavier load than the rear wheels on all American cars. Too much weight on the front wheels is undesirable from the point of good steering, prevention of skids and good traction. In fact, Consumers Reports have set up a grading of cars on weight distribution. 57% or more of the weight on the front wheels is classed "undesirable"; 54 to 56-1/2% is classed "average"; and 53-1/2% or less is rated "desirable".

"The front-wheel weight on '56 Packards and Clippers gets the desirable rating."

" To you, as a Packard or Clipper owner, Mrs. Johnson, this means not only great ease of steering but safety for you and your family. I am sure you will agree that's important to you, isn't it? (GET A RECEIPT)

" Like the twin-traction differential, which I told you about before, this feature of desirable weight distribution assures your having a more positive control over a Packard or Clipper - under both the best and worst driving conditions - than you can have over any other car.

**"Before We Go On, Mrs. Johnson  
Is Packard's Weight Distribution  
Advantage Perfectly Clear To You ...?"**

## ***What Is The Twin-Traction Differential?***

"The Twin-Traction Differential is another exclusive feature of great importance to your driving safety and convenience, Mrs. Johnson.

"At one time or another, I'm sure you've been stuck in snow, on ice, or in slippery mud, because one of your rear wheels just kept spinning, isn't that right?

"That can't happen in a '56 Packard or Clipper. Our Twin-Traction Differential won't let one rear wheel — the one that's on slippery ground — get all the power. The wheel that's on solid ground — the only wheel that can push your car ahead — gets at least 20% of the power even in the worst conditions when one wheel is on sheer ice and the other on dry pavement.

"That's the convenience part of it: you'll never get stuck; but safety is even more important, isn't it?

"When you hit a patch of ice, or are on loose gravel, or on a high-crowned road, or a bumpy or 'washboard' road, on a sharp turn, or when you're going fast around a curve, Twin-Traction gives your car a positive grip on the road, no matter how bad the road is. Having constant power in both rear wheels can mean the difference between keeping and losing control of your car, Mrs. Johnson.

"I know you're not going to enter your car in any automobile races, Mrs. Johnson, but I think you'd be interested to know that race-drivers regard this type of differential as a highly desirable equipment. Packard is the first manufacturer to build this kind of safety into standard automobiles.

"Twin-Traction is just one of the reasons, Mrs. Johnson, why a Packard or a Clipper is the safest — and, by the way, the most comfortable — car that anyone can own. I think we have a right to be proud of that. You'd be proud, too — and feel safer — wouldn't you, Mrs. Johnson, to know you were driving that kind of car? (WAIT FOR SOME KIND OF A "YES"; THEN ASSUME THE SALE WITH SOMETHING LIKE—)

"But I'm forgetting we haven't yet decided on the color of your car . . ."

# INDECISION IS AN UNCOMFORTABLE STATE OF MIND FOR ANYBODY

This fact is of great significance to you as a Packard-Clipper salesman. It should definitely affect your everyday sales technique.

Many salesmen, especially those new to the profession, are mistakenly afraid of "high-pressuring" their prospects. They allow themselves to admit that their prospects sometimes have good reasons for not making a quick decision to buy. Until experience proves otherwise, many such salesmen confidently believe that, if they get their prospects enthusiastic about the Packard product and treat them with courtesy and agreeableness, the prospects will return to buy at a later date — when they have had a chance to make up their minds.

**What really happens is: those prospects find a competitive salesman smart enough to help them make up their minds!**

## NEVER FORGET

when a man lets you tell him about your product,  
when he exposes himself to your salesmanship,

he is a "hot prospect" WHO WANTS AND EXPECTS YOU TO HELP HIM OVERCOME THE INDECISIVENESS WHICH IS A PART OF ALMOST EVERYBODY'S NATURE.

If he leaves the dealership in the uncomfortable state of indecision, you have not served him, not helped him, — nor have you helped yourself, as a salesman should!

When you have mastered the use of so-called "high-pressure" to the point where you can help even the most persistent staller overcome his indecisiveness, there is one more step to take — after the order is signed. ASSURE THE BUYER THAT HE HAS MADE A WISE, IMPORTANT, AND WONDERFUL INVESTMENT. CONGRATULATE HIM ON HIS WISE DECISION.

If you send him off with excitement and self-satisfaction, he'll come back eager to deal with the salesman whose "high-pressure" helps him make up his mind!

**1 Help 'em make up their minds      2 Make 'em happy they did**

NOTE. Many of the recorded sales interviews in the MANPOWER DEVELOPMENT PROGRAM illustrate skillful — and courteous — use of "high-pressure" and some of them demonstrate "clinching the sale" after the order is signed.