

PACKARD

Service Counselor

PARTS * ACCESSORIES * PRODUCT * PROFITS

INSTITUTIONAL



PROMOTIONAL

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RESPONSIBILITIES OF A SERVICE SALESMAN

People who buy soon learn that most satisfaction is obtained by going to someone who can show them, answer questions, and point out the value of what they need. Whether it is shoes, clothes, furniture or automobile service, someone must be present to greet a customer who can explain the advantages of the merchandise for sale. He must be able to find out what will best fit the needs of the customer and explain why he will be best taken care of by the particular service or merchandise.

It is also true the Dealer wants men who can meet and handle customers so they will buy all the service they need, want and require and will continue to buy from his service department.

Thus a service salesman has two responsibilities. First, to meet the needs of customers for sound expert advice about their cars and second, to sell all the needed and wanted service and to keep customers coming back. Or to put it another way, a service salesman's job is to help the customer satisfy his needs and to help the Dealer to obtain the customer's business.

A Service Salesman has the following responsibilities.

1. Knowing the capacities of the various departments.

This is necessary in order to explain how long a job will take and why.

2. Greeting the customer.

This is best done by "Good Morning," followed by "What may I do for you?" Leave the weather alone; you can't do anything about it and the customer is probably busy too. Show interest in the customer's story. Act in an advisory capacity. Respect the customer's judgment.

3. Determine what the customer wants and needs.

Find out from the customer what he wants; then find out from diagnosis and examination what he needs. Suggest the repairs necessary to give the results desired. Recommend the repairs that should be made to protect his investment, assure his safety or comfort or add to the appearance of his car. Then write the repair order neatly, completely, and legibly.

4. Reach a definite agreement with the customer,

—as to what work is to be done and what result may be expected—what the work will cost—when the work will be done.

5. Follow the job through the shop.

Unless a control system is used, it's a part of a service salesman's job to see that all work is done, right, and on time.

6. Return the car to the customer.

The service salesman who writes the order should deliver the car. Aid customers in securing invoices from cashier. Be sure the steering wheel, door handles, gear shift lever, and windshield are clean.

Thank customers and ask them to return.

7. Follow up all owners.

A service salesman should assume responsibility for seeing that his customers are followed regularly by direct mail. It promotes regular calls, and inspires confidence and good-will.

8. Check results.

How does the number of orders you write per day compare with other service salesmen?

Is the amount of money per repair order you write up to the average?

Is the number of items per repair order up to average?

Too low on the dollars and only two or three items per order indicate too much hurry with customers or too little selling effort.

Customers should not be oversold but sold that which is needed to keep their cars in good condition.

Time and Trouble Saving Tips for Mechanics

from the Technical Service Section

WHITE SIDEWALL TIRES

For the first time in several years tire companies are producing black-and-white sidewall tires.

These tires are not unlike those produced in past years except for the means of protecting the white walls. Tires are no longer wrapped in paper but instead the white sidewalls are sprayed with a protective coating which must be removed before the tires are placed in service.

In no case are tires to be driven more than fifty miles before removing the coating.

This coating is water soluble but it is not flexible and will check or crack if the tire is driven to any extent before it is removed. Such checking and cracking may work into the white wall itself. The coating may be removed by wetting with either hot or cold water, allowing it to soak for one

minute, then washing off with a brush or sponge.

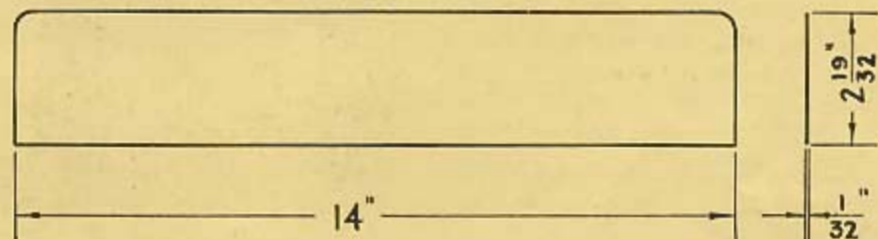
White sidewall tires kept in storage must be stacked vertically with the white walls facing each other. Never permit a black sidewall to be stacked against a white wall. Chemicals in the black rubber will cause stains on the white wall which cannot be removed.

INSTRUMENT SHADE FOR NIGHT DRIVING

Some customers encounter difficulty with the reflection from the instruments in the

windshield when driving at night. A simple remedy is to make up a shade in accordance with the sketch, $\frac{1}{32}$ " using sheet steel or aluminum. Use masking tape as a shim to obtain the proper thickness due to variation in clearance between the instrument panel and the panel above it. The shade may be painted to match the dash panel.

These will not be supplied by the factory, but the suggestion is offered so that dealers can make them locally and sell them to customers desiring this extra convenience.



INSTRUMENT SHADE FOR NIGHT DRIVING

DRIVESHAFT ROUGHNESS

Model 2126

When investigating driveshaft roughness in a long-wheelbase sedan or limousine, the driveshaft intermediate bearing bracket should be checked for proper mounting between the frame "X" members. Unless the bracket is mounted properly a drive-line disturbance will be noticeable.

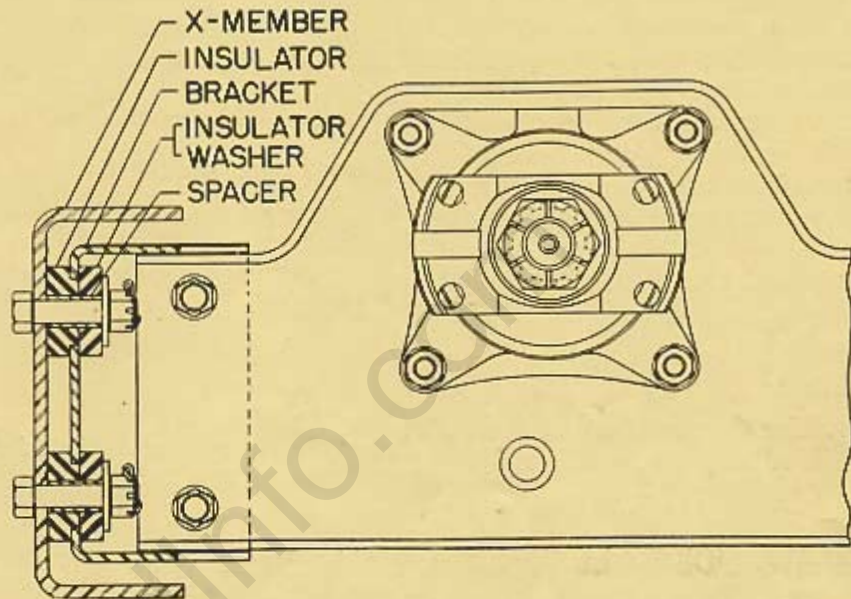
When this condition exists, it is noticeable at speeds above 55 mph on drive, float and coast. It is most noticeable when coasting down with the clutch pedal depressed. A rapid vibratory motion or tremor is set up and is telegraphed throughout the entire car.

As shown in the accompanying illustration, the bracket attaching parts include tubular metal spacers, rubber insulators and insulator washers. When the bracket is installed properly, the rubber insulators and washers are compressed only slightly and the bracket practically "floats" between the "X" members. In fact, it should be possible to move the entire bearing and bracket assembly either up and down

or from side to side simply by using hand pressure. However, if any of the metal spacers are buckled or crushed, the rubber insulators and washers will be distorted and the "floating" principle will be destroyed. The normal result then would be a driveshaft roughness or disturbance.

end of the spacers. Overtightening the nuts will cause the spacer to buckle and the rubber insulators then will be distorted.

When the nuts are properly tightened, you may find that the cotter pin openings in the bolt and nut do not line up. This



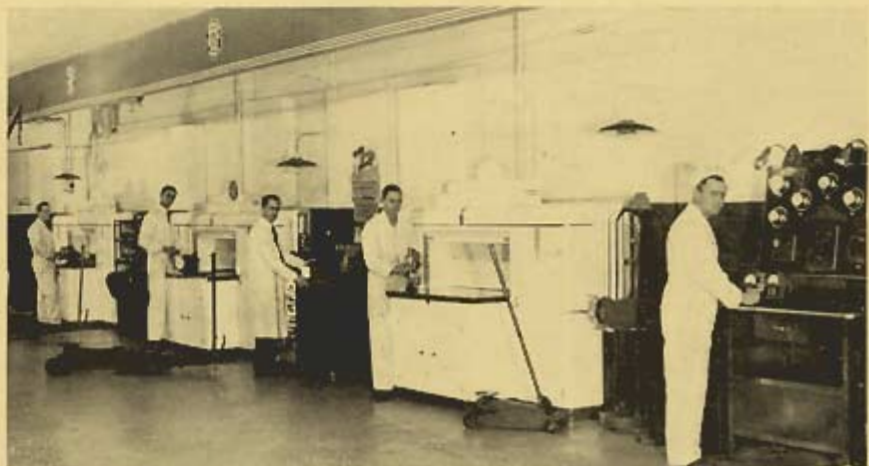
When installing the bearing and bracket assembly, the rubber insulators and washers should be centered around the spacers and the retaining nuts should be tightened just enough to securely hold the plain washers against the inner

condition may be overcome either by filing down the seating face of the nut or by trying different nuts of the same size until one is found in which the openings line up. Do not overtighten the nut to bring the cotter pin holes into alignment.

JACK HARRISON

Many Service Men throughout the country knew Jack Harrison and will be sorry to learn that he died at his home in Iowa City on June 7.

Jack carried on a service training program for many years and was liked by all who knew him. During the war he assisted in the Packard Marine Engine Division. He will be remembered not only for his meeting talks but his tireless efforts to help anyone at any time on mechanical problems. We all regret his passing.



DEPARTMENTALIZED SERVICE, STERLING, COLO.

Parts and Accessories Department News—

direct from the Packard Factory Warehouse

SUGGESTIONS FOR ORDERING PARTS

1. List body parts, chassis parts, accessories, and paint materials on separate orders.

2. Use one item orders for transmissions, stripped motors, cylinder heads, differential carrier assemblies, bonnets, roof, cylinder and piston assemblies, body doors, trunk lids, wheels and all other large units.

3. When ordering trim material specify set number or at least give motor and vehicle number.

4. Use noun names as specified in parts book.

5. Check part number and name to be sure that they agree before sending order to the factory. This is particularly important on all emergency orders.

6. Be sure to fill in shipping instructions on all orders.

7. Have those responsible for issuing orders place their signature in the space provided on the mail order, which is in the lower left hand corner.

PARTS BOOK CORRECTIONS

In the Clipper Master Parts Book, code 4.0317 shows part No. 354165 Distributor Condenser and also shows Vendor's No. IGW-3128.

The correct part number for the Clipper condenser and the Vendor's No. IGW-3128 is 394006.

Part No. 354165 Condenser is Vendor's No. IGW-3128A and is used in the 1800 Distributor.

PARTS NOW AVAILABLE

We now have stock available on the Rear Doors for Models 120-120B Body Types 892-3, 992-3.

305760 Rear Door Assembly—Left

305761 Rear Door Assembly—Right

Also Trunk Lid Assemblies, part numbers

925012	925389
925250	925401
925251	925114

Also Part No. 315661 Hub & Drum Assembly-Front and No. 315662 Hub & Drum Assembly-Rear for Models 115C-1600-1700.

Part No. 305935, Running Board Assemblies for the left side, and Part No. 305936, Running Board Assemblies for the right side for Models 120-120B-120C-120CD.

GOODYEAR CEMENT

One of our very fast moving items is Goodyear Cement (5 oz tube) carried under the vendor's No. 144.

We have now assigned a Packard number and all orders issued for this Cement should show Packard No. 99896.

FRONT CARPETS

We have available a limited number of Front Carpets part No. 251192 Set No. 104, which is a tan color.

These Carpets can be used on the 1401-and 1612 bodies. Also on all the 20th Series '6' and 21st Series '8'. It is possible that some customers would like a carpet in the front instead of a rubber mat.

TRANS. CASE COVER

17th SERIES

Part No. 384052 Transmission Case Cover Assembly can be used on the 17th Series with Overdrive. However, when using on the 17th Series, it will also be necessary to use the Transmission Overdrive Lockout Plunger 347609.

TOOL BAG EQUIPMENTS

We have a limited supply of part No. 304440 Tool Bag Equipments. No used car should be sold without a set of tools. This equipment consists of tool bag, hammer, wrench, plier, and screw driver.

PACKARD COMPASS

A Packard illuminated auto compass is now available. The bakelite case is in tenite 8042 and the word "Packard" is in



white, providing an instrument that matches and harmonizes with the front compartment trim. It is quickly installed and easily compensated with fingertip adjustment in the base.

For prices, see Parts and Accessories Bulletin 46P-58, Dealer 39, dated October 31, 1946.