

DEALER SERIAL LETTERS

Issued By
PARTS, SERVICE AND ACCESSORY DIVISION

1937 Series

I N D E X

No. 12 - Selling Maintenance on the Floor

No. 16 - Selling Maintenance on the Floor (Cont'd)

No. 17 - Letters For Owner Follow Up

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HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

DEALER SERIAL LETTER**Issued By****PARTS, SERVICE AND ACCESSORY DIVISION****Number:** 12**Date:** 12/15/36**Subject:** SELLING MAINTENANCE ON THE FLOOR

TO ALL MASTER DEALERS:

SALES
OPPOR-
TUNITY

THE CUSTOMER IS AVAILABLE: We have devoted many paragraphs to the subject of how to get customers into the Service Station. The cost in accomplishing this purpose is always, or should be, a regular part of the Dealer's operating expense. Many Owners come in, and that is the way it should be, of their own volition, and it does not cost the Dealer a dime.

OWNER
CAME
TO BUY

HAS ALREADY DECIDED WHAT HE WANTS: That part is all right and we should see that he gets what he wants to buy. But let's remember HE IS RIGHT THERE TO BE SOLD SOMETHING ELSE IF HE NEEDS IT. He may not know or remember that he does need it, but he can find it out quickly enough with the right kind of an approach from the Dealer contact men.

NEVER
BE A
NUISANCE

OVERDOING THE JOB IS AS BAD AS DOING NOTHING: Right here we should inject a word about using judgment in connection with selling service to a customer who has come in for a certain definite kind of repair. What we mean is do not "barber shop" him. We have in mind certain Owners' replies made during a survey on customer contacts with a great many stations representing numerous companies. The service salesmen may not have remembered fades very well and on several occasions tried to sell the Owners the same items each time. It so happened these Owners were making contacts with the Dealer on some entirely different matters. The circumstances, of course, may have been unusual but, nevertheless, the Owners did not go back after the third approach because they had so definitely indicated in the two earlier contacts that they were not interested in those particular items.

SENSE
OF
SELLING

MEMORIZED MERCHANDISING IS LIKE PARROTS' TALK: People who do not have the natural sense of selling should not do contact work. They lack the ability to judge human nature and, as a rule, merely repeat what they have heard real salesmen say on one occasion or another. So all we are talking about is using judgment in what to try to sell and when to do the selling. An Owner in a bad humor is not an easy customer to handle, and it irks him to have men try to push things on him.

Yours very truly,
T. H. StambaughDirector
National Service Operations

THS:L

(THIS LETTER IS BEING MAILED TO ASSOCIATE DEALERS
AS LETTER NO. 9)

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

DEALER SERIAL LETTER**Issued By****PARTS, SERVICE AND ACCESSORY DIVISION****Number:** 16**Date:** 12-29-36

TO ALL MASTER DEALERS:

Subject: SELLING MAINTENANCE ON THE FLOOR - (Continued)RECORD ON
FUTURE
WORK

DOES MUCH TO KEEP UP SHOP VOLUME: No Owner will get mad because he finds out the Dealer keeps a record on things which should be done on his car. He realizes, of course, that the Dealer wants repair business; yet, at the same time, it indicates an individual interest in him and his car, and no one will ever take offense at that attitude and good business procedure. Many a good operator has kept his shop busy by having a record on future work and using that record for purposes of telephone contact when it appeared that the shop's volume was going to let down.

POLISH
JOBS

VERY PROFITABLE BUSINESS: Most Owners do not realize yet that the preservation of finish on their care depends upon their having from four to five good polish jobs a year. And most Dealers have not come to understand that this phase of the business is theirs for the asking and that it is very profitable.

FINISH
MUST HAVE
ATTENTION

LIFE DEPENDS ON CARE: Owners look on car finish like they do their house furniture and, at the same time, have not learned that, despite its inside protection, somebody in the household goes over every piece with wax or oil several times a year. Owners living in extremely dry, hot areas or where the atmosphere is of a tropical nature or along the sea shore must give car finish regular treatment. It is the Dealer's responsibility to sell Owners on this type of maintenance. If they do not, the first thing they know many Owners will be confronting them with claims for refinish work.

MAINTEN-
ANCE OF
FINISH

ALWAYS CAN BE DONE: Although it is quite true that the largest volume of Accessories is sold at the time of original car deal, nevertheless, there is a great opportunity to place many items on Owners' cars when they bring them in for maintenance work. The great difficulty is that service salesmen have not-trained--themselves to make-the right effort. Radio is always in demand and if the Dealer's men do not make the attempt, the Owners who purchased cars without a Radio may just walk right in the jobber's place and buy one over the counter. What a humiliation, with all the first hand opportunity the Dealer has at his command. A Hudson Radio, manufactured specially for the car, a Hudson car product, and one of the Dealer's own clientele -- all in a single basket. The same thing applies to Hudson Heaters. Every car should have been equipped with one at the time of car sale but those Owners who did not purchase them can be sold later if the Dealer's organization is on the job.

Yours very truly,
T. H. StambaughDirector
National Service Operations

THS:L

(THIS LETTER IS BEING MAILED TO ASSOCIATE DEALERS AS LETTER NO. 12)

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

DEALER SERIAL LETTER

Issued By

PARTS, SERVICE AND ACCESSORY DIVISION

Number: 17

Date: 1-5-37

Subject: Letters For Owner Follow Up

TO ALL MASTER DEALERS:

At the suggestion of some of our Dealers we will start to furnish a series of letters (15 in all) for whatever purposes our Dealers may desire to use them. You may have them retyped just as written or used as a base for your own letters.

"LETTER NUMBER ONE

This letter to be sent to owner the next day after new car has been delivered.

OREGON SALES CORPORATION

1146 West Inland Street

SALEM, OREGON

October 10, 1936

Mr. George L. Harrison
326 Paramount Street
Salem, Oregon

Dear Mr. Harrison:

A new Hudson (Terraplane) has just been delivered to you and we certainly are very proud of this sale. My company considers that our relationship is one of a permanent business nature and we will do everything we can to make it a pleasant one.

Will you please remember your inspection mileage period (or periods) so we will have an opportunity to check the car's operation in its early mileage? You purchased this inspection when the car was delivered to you.

We suggest that you read your Owner Service Policy if you have not already done so, to become familiar with the other services which are a part of our relations with you.

We want you to get the maximum pleasure and comfort from this new car and we particularly solicit further contact by you on any information you may desire in regard to its maintenance.

Your purchase of one of our products is deeply appreciated by us.

Yours very truly,

J. H. Hannon
Manager"

(OVER)

Letters For Owner Follow Up

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"LETTER NUMBER TWO

This letter to be sent to owner when you judge it is about time for his five hundred mile inspection.

LINWOOD MOTOR COMPANY

LINWOOD, KANSAS

November 15, 1936

Mr. Armand D. Pennock
814 Adams Street
Linwood, Kansas

Dear Mr. Pennock!

Have you operated your new Hudson (Terraplane) its first 500 miles as yet? You will recall we wrote you immediately after your purchase suggesting that you bring the car in when it reached this mileage.

Our records indicate that you have not called as yet, and in our desire to serve you and to be sure the car's operation is up to our standards we are prompted to send this note to you.

Will you kindly phone me at your convenience advising when the car will be available so we may make our arrangements to give it a thorough inspection?

Yours very truly,

P. J. Healy
Service Manager."

T. H. Stambaugh

Director
National Service Operations.

(THIS LETTER AS WRITTEN IS BEING MAILED DIRECTLY TO ASSOCIATE DEALERS AS LETTER
NO. 13)

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

DEALER SERIAL LETTER

Issued By

PARTS, SERVICE AND ACCESSORY DIVISION

Number: 34

Date: 4/14/37

Subject:

Pride In Our Dealer Organization

TO ALL MASTER DEALERS!

We certainly have every reason to be proud of our Dealer organization for the manner in which they "stuck to their guns" during our recent shut-down period. If you chafed a little at the bit during that time, I think you will appreciate that we, likewise, here at the plant suffered from a lot of impatience to get going and under way. It cut down our opportunity to send you messages from this department, but we are very sure there has been no cessation of effort in the direction of the matters which have to do with this department.

We are going full-swing in the Parts and Accessory Shipping Department now, and are filling our Distributors' stock orders very rapidly. In all probability because of this shut-down period of five weeks, your Accessory and Parts stocks naturally suffered to a point where perhaps they got pretty well depleted. May we suggest that you have your Parts Department make a survey to see just what your situation is, particularly as regards the fast-moving and operating parts of the car.

We are in the period now when Accessories enjoy a big movement, and we should take advantage of every opportunity to get this extra profit through the sale of items to our Owners.

Probably there have been cars delivered where Owners wanted a Radio installed. We would suggest that you have your Retail Salesmen follow these deals up now that Radios are available, and see if the sale of that unit can be completed and the finance papers re-written to include Radio in the payments.

In Heater territories, don't forget the plan which was inaugurated by a great many Dealers last year to install Heaters the year-around. This is a profitable item and, if you get the business at the time of car delivery, you don't have to worry about it afterwards.

It is decidedly to your advantage from a profit viewpoint to push the Hudson Accessories just as hard as you can from now on.

Yours very truly,

Director
National Service Operations.

T.H.Stambaugh:L

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

DEALER SERIAL LETTER

Issued By

PARTS, SERVICE AND ACCESSORY DIVISION

Number: 34

Date: 4/14/37

Subject: Plus Profits

TO ALL MASTER DEALERS:

It has been interesting to note the great strides being made this year by Hudson Dealers in the Merchandising of Accessories. But it is regrettable that there are still some Dealers who have not thoroughly realized the value behind a program of this type.

Both you and ourselves are primarily interested in now car sales, but we must not overlook the fact that each new car sale creates a market for related business--Service, Parts and Accessories.

We are all agreed that Accessories play an important part in this potential market created by car buyers and should be given special attention in a well planned program of going after PLUS PROFITS.

During the next few months many cars will be sold, many potential Accessory buyers will be created, many of your present customers will be taking week-end or vacation trips and there are many Accessories which will give these owners more miles of pleasurable driving.

With this thought in mind it seems advisable that a complete check of your Accessory stock be made now. -- Make sure that you have an adequate stock on hand, because

WITH A COMPLETE LINE OF HUDSON ACCESSORIES WELL DISPLAYED AND AGGRESSIVELY MERCHANDISED THERE IS NO REASON WHY COMPETITORS SHOULD —GET ANY ACCESSORY BUSINESS FROM HUDSON AND TERRAPLANE OWNERS.

I am sure you will agree that this business rightfully belongs to Hudson Dealers and I am hoping you will not overlook any opportunity of cashing in on these PLUS PROFITS during the coming months.

Yours very truly,

Manager
Parts-Accessory Merchandising

HJH:h

(THIS LETTER AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS AS LETTER NO. 26)