HUDSON USED CAR MERCHANDISING

Bulletin

VOL. I NO. 1 DECEMBER 15, 1948

TO ALL DEALERS:

IT'S IMPORTANT NOW TO BE IN THE USED CAR BUSINESS

At the recent Fall Merchandising Meetings, you were urged to actively engage in the Used Car phase of your business and to "GET SET TO SELL" Used Cars by having ADEQUATE FACILITIES, a PERMANENT ORGANIZATION . . . good Used Car management, manpower and approved merchandising methods functioning efficiently, to put YOU in the most favorable competitive position in your community.

Consider the record of the past. *A New Car dealer who is a good Used Car operator always had a better chance to make a profit on New Cars.* There is only one way to avoid a loss of money on Used Cars, a loss of selling effort on New Cars, and a loss of effectiveness of your entire organization and that is to GET FACILITIES AND AN ORGANIZATION SET TO SELL YOUR USED CARS . . . ONE AT A TIME AT RETAIL . . . IN THE NEEDED VOLUME.

USED CARS ARE IMPORTANT TO YOU

With Regulation "W" and other economic considerations now entering the selling-picture *USED CARS ARE RAPIDLY BECOMING THE VERY LIFEBLOOD OF YOUR BUSINESS.* They make it possible for most of your New Car buyers to BUY. The "trade-in" allowance on the old car usually supplies the money required for the down payment. However, you can't give the New Car buyer a FULL AND FAIR ALLOWANCE on his "trade-in" if you must resort to sacrificing part of your profit by WHOLESALING your Used Cars.

STOP WHOLESALING USED CARS

So, we urge you to "Get Set To Sell" by having Used Car Facilities and a Used Car Selling-Team equipped to sell YOUR Used Cars . . . ONE AT A TIME AT RETAIL AND AT A *PROFIT.* In line with this, don't wholesale ANY saleable Used Cars and NEVER WHOLESALE A USED HUDSON. It's most important that you sell all late model HUDSON trade-ins AT RETAIL . . . and sell them at the TOP DOLLAR . . . to create future HUDSON new car customers. Nothing will have a greater effect on your future sales than the way YOU handle your HUDSON trade-ins. Sell them at retail . . . for the TOP DOLLAR and HUDSON resale values will always be high—provided you follow through and report your sales to Used Car Book publishers.

PERSONALLY *Indorsed* USED CARS

Remember! Mail Used Car Sales Reports to Data Book Publishers - Regularly

GET ADEQUATE FACILITIES—NOW

The first step in "Getting Set To Sell" Used Cars is to find a central location where there is a maximum of traffic that can be drawn into your Used Car selling area. Then concentrate on the amount of space that your Used Car operation will require in the selling period ahead. In establishing or improving your Used Car department you should inspect your competitors' Used Car facilities to determine what additional facilities you now need to put YOUR Used Car activity on a modern and competitive basis.

In establishing or improving your Used Car operation, an eye-appealing and attractive place in which to display and sell your Used Cars is of prime importance. Based on the number of Used Cars you will expect to take in on trade, it is important NOW to establish an adequate amount of space for your Used Car display. Make sure now that the space or buildings picked for your Used Car display are in good condition, sparkling clean and well lighted.

After you select the location, and obtain good Used Car facilities, it will be necessary in many cases to plan for decoration, painting and reconditioning as well as repair to make YOUR Used Car department the most attractive in your locality.

PERSONALLY INDORSE YOUR USED CARS

The Hudson "Personally Indorsed" Used Car Program builds confidence in your Used Cars. It is a year around program and should be followed month in and month out. The "Personally Indorsed" Plan is a protected and copyrighted plan designed to give the customer assurance that his Used Car will stand up. This plan is effective in promoting the sale of your Used Cars—especially the late model, higher priced Used Cars and to make the buying public conscious that the best place to buy Used Cars is from you.

The Hudson "Personally Indorsed" Used Car Plan has great pulling power when advertised. The longer you use the Plan locally and the more widespread is its renewed use throughout the Hudson Organization, the greater pulling power develops for you and the Organization as a whole.

To assure the success of the "Personally Indorsed" Plan, it is necessary to have your "house in order"—your cars must look attractive and worth the money . . . they must be displayed properly . . . prices must be competitive and you must have sufficient salesmen to sell them.

THEN DRESS-UP THE USED CAR OPERATION

Then give your Used Car lot or Salesroom the appearance of PERMANENCE that will create confidence in the minds of your Used Car prospects. YOUR Used Car operation should be a *convenient and pleasant place for Used Car prospects to STOP and BUY.*

Now is the time to erect standard Hudson Used Car signs, HUDSON "Personally Indorsed" signs and to do the "dressing up" of your Used Car operation that will assist you in making SALES and EXTRA PROFITS.

PUT ATMOSPHERE AROUND YOUR USED CAR OPERATION

Standardize on the Hudson factory's yellow, red and black color scheme. Fly flags and banners. String up colorful pennants. Used Cars are no side-show. Give YOUR Used Car Operation all the hurrah and stage setting that you see under the Big Top.

IDENTIFY YOUR USED CAR LOT IN A BIG WAY

Don't be bashful about your name. Let everyone know you are the *established* Hudson dealer. Used Car sales are built on confidence and trust. A *GOOD* reputation is stock in trade.

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PERSONALLY Indorsed USED CARS

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HIRE "KEY" USED CAR PERSONNEL

If you haven't done so, NOW is the time to secure a Used Car Sales Manager who knows Used Cars, *likes them* and *can merchandise them in volume for YOU* at a profit. You are not properly set up unless this "key man" has been hired and can train and encourage your Used Car Salesmen to sell Used Cars AGGRESSIVELY—just as New Cars are sold.

Your Used Car Manager should be a Sales Manager in the true sense of the word, and a man who is a good judge of Used Cars and who knows what will be needed to recondition them.

ADD SELLING POWER

There is no substitute for able *manpower*. Salesmen must be hired and trained now to sell the prospects as they come in. Make certain that they are men who know how to sell Used Cars and that they make use of the assistance you are providing them to help them sell. Remember, even the best salesmen, need close supervision and helpful direction. Provide them with these and expect each salesman to sell his quota every month.

TRAIN SALESMEN NOW

Getting into the Used Car business now, and selling your Used Cars ONE AT A TIME AT RETAIL will give you an opportunity to train good retail Used Car salesmen now for the competitive period ahead. One reason for unsuccessful Used Car operations in the past has been the fact that many Dealers will hire almost anyone who comes along to sit in the Used Car lot and answer questions when a prospect appears.

HAVE A WELL-BALANCED USED CAR STOCK

A good Used Car merchandiser has a variety of good, clean Used Cars for sale. Used Car customers have preferences for certain makes, body colors, models, and body styles the same as New Car customers. A clean, representative display of a number of makes and models therefore increases your opportunity to make a SALE and a PROFIT.

The more makes and models of Used Cars YOU advertise for sale, the more buyers you can attract. If your Used Cars average out at about 25% Used HUDSONS and 75% competitive makes you will be approaching an ideal Used Car SELLING OPERATION. When your Used Car stock is out of balance it is time to DIRECT YOUR NEW CAR SALESMEN TO WORK ON THE PEOPLE WHO ARE DRIVING CADILLACS, BUICKS, CHRYSLERS, OLDSMOBILES AND OTHER COMPETITIVE MAKES, so that some of these cars can be traded in, and YOUR Used Car stock balanced.

THE IMPORTANT THING—DO SOMETHING ABOUT IT NOW

Don't put it off until tomorrow. Get your organization set today to handle the volume of Used Cars you will need to handle in a competitive market. Use the "Hudson Used Car Manual"—follow it. It has been proved by Hudson dealers all over the country. This fundamental Used Car program will work for you wherever you are. Put it into operation. Keep it working every day in the year. It is a year-'round program that helps you produce results in selling Used Cars.

Cordially,

R. M. Straughn

Merchandising Manager
HUDSON MOTOR CAR COMPANY

Remember - Mail Used Car Sales Reports to Data Book Publishers Regularly