

HUDSON MOTOR CAR CO.



1949-1950

Merchandising Department Letters

INDEX

Jan. 4, 1949	Subject: It Is Time to Start Prospecting
Nov. 15, 1949	Reminders on How Salesmen Find and Qualify Prospects
Nov. 22, 1949	Selling Strategy That Will Help Your Salesmen Close
Mar. 18, 1950	Sales Management Service for Week of Mar. 20

HUDSON MOTOR CAR COMPANY

DETROIT 14, MICH., U.S.A.

January 4, 1949

CABLE ADDRESS
HUDSON CAR

TO ALL DEALERS:

SUBJECT: IT IS TIME TO START PROSPECTING:

During the SELLING period ahead THE DOORBELL WILL BE DISCOVERED AGAIN and with it an even greater need for A GOOD PROSPECT SYSTEM and the part it will play In the SELLING of New Hudsons as well as Used Cars. A Prospect File is a Selling-Tool of SALES SUPERVISION....an implement of leadership in ACTION and an important part of "GETTING SET TO SELL" is in having a Good Prospect System. . . . and in making the Prospect System work for YOU.

This is the time for YOU to examine YOUR Prospect System. Overhaul any Prospect System that needs repair NOW! Put in NEW Prospect Systems where they are needed. A Prospect System is the "sign-post" that helps you to DIRECT your New Car Salesmen along the road to greater achievement -- to harness each New Car Salesman's pride and ambition to the PROFITABLE job of SELLING our great line of Hudson automobiles.

It has long been proven in the Automobile business that the average Salesman, no matter how competent or well trained he may be, utilizes only 60 per cent of his potential capacity to SELL. To develop the 40 per cent of latent capacity in YOUR Salesmen is a major responsibility AND A GOOD PROSPECT SYSTEM THAT YOU MAKE WORK WILL HELP YOU DO THE JOB.

HOW A PROSPECT SYSTEM WORKS

First find the Prospect! They are all around you. The majority are within a twenty minute drive from your place of business. The New Car Salesman must be a GOOD PROSPECTOR before he can be a GOOD SALESMAN. Here's where he can find Prospects for New Cars and for Used Cars:

1. On the Showroom floor -- Prospects that come in the Door.
2. In the Service Department -- People who are spending money heavily to keep their old cars running.
3. Assistant Salesmen -- Bird-dogs, Gasoline Station men, Auto Accessories Store personnel and others that a GOOD SALESMAN contacts regularly for tips on Prospective New and Used Car buyers.
4. People with whom the Salesman spends money -- have him get Prospects from the Butcher, Doctor, Dentist, Lawyer, his Grocer and others.
5. Follow up on Hudson owners of older models and getting Prospects by

- asking owners of older Hudson models to buy.
6. GO OUT AFTER competitive owners and getting Prospects by asking owners of older model COMPETITIVE cars to buy.
 7. Contact people who are about to pay off previous Finance Company contracts -- AND CONTACT FINANCE COMPANY PEOPLE REGULARLY.
 8. Telephone Approach -- Getting prospects by making a minimum of ten telephone calls a day it's good practice for the selling period ahead and it pays off in SALES ---- And there are many other ways of finding PROSPECTS -- SELL your Salesmen on the importance of having a BANK OF PROSPECTS.

Then when YOUR New Car Salesman turns in the Prospect's name enter it in your records, SEND THE PROSPECT HUDSON LITERATURE. Make regular Direct-Mail mailing, send the New Car Salesman back again for another interview, arrange to DEMONSTRATE the New Hudson -- SELLING CALLS FOR CLOSE SUPERVISION AND A GOOD PROSPECT FILE WILL HELP.

Make out a Daily worksheet for Salesmen from the PROSPECT SYSTEM and start holding daily Sales Meetings again in the mornings. IT WILL PAY OFF IN ADDED SALES AND ADDED PROFITS.

There are many good PROSPECT SYSTEMS. A sample of one good system is attached along with order blanks and operating instructions. BUT, NO MATTER WHAT SYSTEM YOU USE BE SURE THAT YOU HAVE A PROSPECT SYSTEM -- it is going to be increasingly important in the selling-period ahead.

Cordially,



R. W. STRAUGHN
MERCHANDISING MANAGER
HUDSON MOTOR CAR COMPANY

D-1928

:dc

Attachments: 3 Order Forms

2 Prospect Cards

HUDSON MOTOR CAR COMPANY

DETROIT 14, MICH., U.S.A.

November 15, 1952

CABLE ADDRESS
HUDSON CAR

TO ALL DEALERS

REMINDERS ON HOW SALESMEN FIND AND QUALIFY PROSPECTS

Because, in the selling period ahead, your Salesmen cannot. . . .
over any period of time. . . .pick up enough good Prospects ON THE SHOWROOM
FLOOR TO MAINTAIN YOUR REQUIRED VOLUME OF SALES. . . .we are detailing
a few reminders on HOW Salesmen FIND and QUALIFY Prospects.

Past SELLING experience shows that there are THREE MOST PRODUCTIVE
SOURCES of Prospect names:

1. KEY PEOPLE
2. YOUR DEALERSHIP RECORDS
3. PLANNED CANVASSING

KEY PEOPLE include the community's most important citizens--
who influence other people to BUY Hudsons by just owning HUDSONS themselves.

However. . . .the KEY PEOPLE your Salesman can use DIRECTLY as sources
of Prospects are those in ANY WALK OF LIFE who can and will give him the names
of possible prospects.

Here are just a few typical KEY PEOPLE

- . HUDSON OWNERS
- . FRIENDS AND RELATIVES
- . SERVICE AND PARTS DEPARTMENT PERSONNEL
- . INDEPENDENT GARAGEMEN
- . SERVICE STATION PERSONNEL
- . PEOPLE YOUR SALESMAN DOES BUSINESS
WITH
- . SALESMEN IN OTHER LINES

YOUR DEALERSHIP RECORDS

NEXT. . . .let's see which or YOUR DEALERSHIP RECORDS ARE MOST

VALUABLE as sources of Prospect names. They area

1. Customer Sales Record File

Copies of

- (a) Original Order.
- (b) Contract.
- (c) Customer's Financial Statements when available.
- (d) Appraisal of Trade-In.
- (e) Insurance Information when available.
- (f) Title Information when available.

2. Accounting Department Records

Copies of

- (a) Advance notice of Paid-up Contracts.
- (b) Unpaid Balance Information on Notes Receivable.
- (c) Car Sales Invoices.
- (d) Repair Orders.

3. Sales Department Records

- (a) Hudson and Competitive Owner Lists.
- (b) Registration Lists.

4. Service Department Records

- (a) Direct Mail Lists.
- (b) Service Follow-up File.
- (c) Copies of Repair Orders.

THESE RECORDS provide a prolific source of Prospectus names -- YOUR SALESMEN CAN MAKE GOOD USE OF THEM TO MAKE YOUR SELLING OF HUDSON CARS MORE EFFECTIVE AND MORE PROFITABLE

PLANNED CANVASS

The THIRD principle source of Prospect names is the PLANNED CANVASS. In selling Hudson, ordinary door-to-door canvassing usually takes too much time in proportion to the number of Prospects it produces. However, PLANNED CANVASSING has sold a lot of HUDSONS -- when it is done with a Definite Objective in mind, and when it can be concentrated on a particular group of individuals, for example --

1. Canvassing Parking Lots

Canvassing parking lots and checking owner lists to find Used Cars of specific models is often most productive of Hudson Prospects.

2. In Rural Communities

Canvassing at such places as farm auctions and produce markets often puts Salesmen in touch with Prospects that couldn't be found in any other way.

Canvassing is not ALWAYS A PRODUCTIVE ACTIVITY but it CAN BE HELPFUL in producing Prospects.

These three chief sources of Prospect names

1. KEY PEOPLE
2. YOUR DEALERSHIP RECORDS
3. PLANNED CANVASSING

. can provide YOUR Salesmen with enough good Hudson Prospects to help YOUR SALES VOLUME CLIMBING!

Cordially,

A handwritten signature in cursive script that reads "R. W. Straughn". The signature is written in dark ink and is positioned above the typed name and title.

R. W. Straughn
Merchandising Manager
HUDSON MOTOR CAR COMPANY

RWS:dc

HUDSON MOTOR CAR COMPANY

DETROIT 14, MICH., U.S.A.

November 22, 1949

CABLE ADDRESS
HUDSON CAR

TO ALL DEALERS:

HERE IS SELLING STRATEGY THAT WILL HELP YOUR SALESMEN "CLOSE"
THE SLOW-BUYER AND HELP OVERCOME OBJECTIONS TO THE APPRAISAL

Let's say that the Salesman has done a good job of finding and qualifying a Prospect. . . he has made an excellent Prospect Presentation and he has done a fine job of selling the Prospect on a New Hudson during the "Revelation Ride" Road Demonstration.

Then he gets the Prospect into the Closing Room, and the trade-in value of the Prospect's present car is the snag which delays closing some New Hudson sales. So that your Salesmen can overcome the objections that normally arise, in today's market, when the Appraisal is presented...we have gathered a few of the real reasons and objections which successful Hudson Dealers tell us are arising out of the Appraisal. . .and we have worked out the selling strategy which is successfully overcoming objections to the Appraisal.

First be sure YOUR Salesmen get the Prospect to thinking primarily about the New Hudson before there is ever any discussion of the Appraisal. Then, urge YOUR Salesmen to quote the allowance in terms of MONEY DIFFERENCE needed to buy the New Hudson which the Prospect is interested in. For example:

"MR. PROSPECT, FOR YOUR CAR AND ONLY \$ _____ PER MONTH,
you can own this great New Hudson."

OR

"MR. PROSPECT, FOR YOUR CAR AND ONLY \$ _____ we will
deliver your New Hudson,"

In figuring MONEY DIFFERENCE, it's good practice to do your pencil work where the Prospect can watch you or the Salesman. This convinces the Prospect that everything is open and aboveboard and that there is no guesswork involved. . . .IT CREATES CONFIDENCE and it overcomes many objections to the Appraisal before they arise.

After you have quoted MONEY DIFFERENCE, many Prospects will still

want to know "HOW MUCH FOR MY PRESENT CAR?" After you tell, him the Allowance made for his care here are the objections to Appraisals which Dealers tell us are generally arising. . . .and here are the ways in which these specific objections may be successfully overcome and the Sale closed:

AS A RULE. ..THE OBJECTIONS TO THE APPRAISAL MAY BE FOUND AMONG THE FOLLOWING:

1. The Prospect sincerely believes that he is not getting enough for his present car.
2. He has a predetermined price in mind for his present car.
- 3 He has been offered a higher appraisal from a competitive dealer and thinks he should get that much regardless of cash difference.
4. The Prospect likes to dicker by nature and he likes to drive a hard bargain.

Now, let's see how these objections that center around the Appraisal might be answered.

THE PROSPECT WHO SINCERELY BELIEVES THAT
HE IS NOT GETTING ENOUGH FOR HIS PRESENT CAR

Such Prospects are usually unfamiliar with used car prices in today's market, and the chances are they will listen to reason along the following lines:

- 1 Show the Prospect used cars similar to his, that are priced according to the appraisal given him.
2. Use the classified section of the local newspaper to convince him that cars like his are being sold for the price you've offered him.
3. Explain the cost of reconditioning his present car.
4. Impress on him the advantages to the dealership of giving the top dollar on trade—in. It creates goodwill and increases future business if each customer tells his friends about the square deal, he's received at your dealership.
5. Figure the depreciation of his present car by the year. These smaller figures will help you convince him that your offer is not out of line.

THE PROSPECT WHO HAS A PREDETERMINED PRICE IN MIND FOR...
HIS PRESENT CAR.AND SAYS SO

He may have arrived at this figure from an amount received by a friend on a trade-in or a guess from an unqualified person. Urge your Salesmen to meet this objection by asking, "MR. PROSPECT, HOW DID YOU ARRIVE AT THE VALUE WHICH YOU PLACE ON YOUR PRESENT CAR?"

THOSE THAT BRING UP THE AMOUNT ALLOWED FOR A FRIEND'S CAR

In this case:

1. Point out the possible differences in make, model, age, mileage, accessories, and general condition of the two old cars.
2. Check the difference between the model of the New Hudson the Prospect is considering and the make, model, and accessories of the car bought by his friend.
3. Find out the difference in date of the two deals and explain the additional depreciation on the Prospect's car.

IF THE PROSPECT HAS BASED THE "ASKING FIGURE" FOR
HIS CAR ON A GUESS BY AN UNQUALIFIED PERSON;

1. Find out whether the "guesser" will buy at that price.
2. Assure the Prospect that you will be glad to help the "guesser" handle the transaction by helping him with the financial and other details of the deal.

THE PROSPECT WHO HAS BEEN OFFERED A HIGHER
APPRAISAL FROM A COMPETITIVE DEALER AND THINKS HE SHOULD
GET THAT MUCH REGARDLESS OF CASH DIFFERENCE.

(We don't have to mention here that you can't always believe the amount the Prospect says he's been offered.)

However, in answering this objection

1. You or YOUR Salesman will want to establish whether or not the Prospect prefers Hudson to the competitive make.

IF HE DOESN'T

FURTHER SELLING INDICATED ON THE FEATURES OF THE
NEW HUDSON.

IF HE DOES PREFER HUDSON. . .

Impress on him that value received for the money he spends is more important than the price received for his present car. Point out that his interest lies in the new car he's going to live with for the next couple of years rather than in the car he's about to get rid of.

2. In bringing up a competitive offer, the Prospect has very often neglected to consider the CASH DIFFERENCE. Point out this oversight by showing him that the money it will cost him to own a New Hudson is less -- or the cash difference is so slight that it becomes negligible when spread over his pride of ownership,

THE PROSPECT WHO LIKES TO DICKER BY NATURE

1. The chances are that this type of Prospect has been spotted early in the deal and the original appraisal is a little lower than the limit.
2. Then by giving a little...or splitting the difference. . .you can convince him that he is really driving a hard bargain.
3. When the Prospect has been spotted as a "bargainer," it is usually wise not to believe everything he tells you about his preferences for a competitive make of car, or the offer made him by a competitive dealer. Use these levers:
 - (a) Get him thinking about Hudson's extra value features and get him to admit he prefers Hudson.
 - (b) Talk Money Difference.
 - (c) Explain Hudson's operating economies.
 - (d) Show him prices in the newspapers on used cars similar to his.
 - (e) Stress Hudson's higher re-sale value.

These methods of overcoming the objections which arise as the result of making the Appraisal are time-tested and PROVEN. Successful Hudson Dealers everywhere are using them daily. . . .they are fundamental to the successful sale of automobiles and we urge you to pass them along to your Retail Salesmen,

Cordially,



R. W. Straughn
Merchandising Manager
HUDSON MOTOR CAR COMPANY

HUDSON MOTOR CAR COMPANY

DETROIT 14, MICH., U.S.A.

March 18, 1950

CABLE ADDRESS
HUDSON CAR

TO ALL DEALERS:

SUBJECT: SALES MANAGEMENT SERVICE FOR WEEK OF MARCH 20 -- ATTACHED.

Contained in the issue attached is suggested material for holding "Morning Meetings" with your Salesmen during the week of March 20. This issue of Sales Management Service will help you plan your day and help you plan your Salesmen's day. It will help you check every phase of selling-work with your Salesmen to make their selling-efforts more SUCCESSFUL this week!

Moreover, this issue contains a full 12-minute presentation on the advantage of using the new QUOTA and Salesmen's Daily Work Sheet. This "workout", which you may want to present to your Salesmen in a "Night Training Session", points out what the Salesmen's Daily Work Sheet accomplishes for both the Dealer and his Salesmen.

We urge you to review this important subject with your Salesmen and to put the Salesmen's Daily Work Sheet into DAILY operation in your Dealership. . . . it is one of the basic selling-tools of RETAIL SALES MANAGEMENT.

Hudson will continue to produce these weekly Sales Management Service issues for you and next week we are sending you an issue packed with hard-hitting, hard-selling information on making "BETTER ROAD DEMONSTRATIONS--FOR MORE SALES!"

We urge you to use these issues and to again hold "Morning Sales Meetings" and "Night Training Meetings".

Cordially,



R. W. Straughn
Merchandising Manager