THINGS YOU SHOULD KNOW

What 5 things should you know about a prospect when you give him a demonstration?

What 8 things should you let a prospect experience when he drives a car?

What is the "key" to Hudson's many design advantages?

What are 10 features about a car that usually appeal to a woman?

What are the 2 primary purposes of a demonstration?

Are the following right or wrong?
- Open the front door and invite the prospect to step into the car.
- Invite the prospect to take the wheel right away.
- Do all the talking—keep "selling" your car. Always take the prospect right home from the demonstration.

According to the best selling practice all of the above are the wrong things to do. There are many other faulty selling practices.

For example, merely suggesting that "this will make you a nice car" isn't selling, according to the accepted rules. You must SHOW why this would make a "nice car," and PROVE, through demonstration, that it fulfills the desires of the buyer, and by so doing MAKE HIM WANT IT. Selling is CREATING DESIRE for your product. Nothing does this like a demonstration.

Experienced, successful selling men know that there's much more to a demonstration than merely driving a car around. For instance:

YOU SHOULD HAVE DONE THIS

In your earlier conversation you should have asked enough questions to have found out:

1. What particular features your prospect is interested in.
2. What he liked about his old car.
3. What he DIDN'T like about his old car (or any other car).
4. Who else may influence the purchase. If it's his wife, or children, or in-laws, or partner, or anyone else, BE SURE TO TAKE THEM ALONG ON YOUR DEMONSTRATION. Don't depend on him telling them about your car.

5. About how much he is thinking of paying, and what terms he can meet.

With this information you know WHAT to show him, and WHAT to try to sell him. This information will enable you to emphasize those qualities he wants in his new car. For example, if he wants economy and durability, put most of your selling effort on these. Follow the technique of the clothing salesman who waits on you when you walk in and ask for a suit. He says "Let's see, you'll take about a xx size. Do you want a single or double breasted? And any particular color? Say, around $75? Like a gabardine?" And, so forth.

He finds out what you're thinking about before he starts showing you.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

DRIVE FOR MORE DEMONSTRATIONS.

MON.

HAVE EACH MAN REVIEW ALL THE PROSPECTS he dug up last week and what became of them. Profit by any lack of good selling work. Do more demonstrating today.

TUES.

EQUIP EACH MAN WITH SEVERAL COPIES of bills rendered to owners for service work—showing on each one the total mileage and low cost of operation year to date. Use these to sell Hudson operating economy. Do more demonstrating today.

WED.

GIVE EACH MAN A LIST OF HIS OWNERS who have paid up their accounts. Many buyers can be sold new cars as soon as they've paid for their last one. They get in the habit of laying aside so much each month for a car and are ready to do business again as soon as they get paid up. Get your bookkeeper to make up such a list, and have salesmen contact these people for a new car.

THURS.

FOLLOWING THE PLAN MENTIONED ABOVE, ask your Finance Companies for a similar list, and have each man handle so many of them. Do more demonstrating today.

FRI.

ASK EACH MAN TO MAKE "COLD CANVASS" approaches to at least 10 people today, inviting them to take a ride.

SAT.

MANY PEOPLE WHO HAVE LITTLE TIME during the week will go for a demonstration over the week-end, so line up week-end appointments.
PRE-PREPARATION

As your passenger starts to get into the front seat, why not take the opportunity to again point out the fact that Hudson’s new type of design stems from the recessed, or lowered floor. This is the “key” to Hudson's entirely different design and construction. This is why we call it the “Step Down” design. This enabled us to build a lower, roomier and safer car. We accomplished this by building the Monobilt body-and-frame in one all-steel, all-welded unit. In a Hudson passenger sits down within the frame, and they are protected by box-type steel girders which surround them on all four sides. They sit cradled between the axles, in the easiest riding position possible. When we lowered the floor, we lowered the top, retaining even more head room than other cars offer.

Now, the lower a car can be, the better it will cling to the highway, the safer it will take curves, the better it will handle on rough roads and the easier it is to handle and control at high speeds. A low silhouette is less affected by side winds, and a lower car offers less head wind resistance. The less wind resistance the less motor power is wasted, the easier and safer a car is to control.

These will all be noticed when your customer drives the car. By calling attention to them in advance you prepare your buyer for them, and he expects them. When you call his attention to these advantages as he drives he will better appreciate what you mean, and will have a deeper realization of their benefits.

ENTERING THE CAR

Why not let your prospect open the door himself and begin at once to get the “feel” of the car? The more you can get him to put his hands on the car and operate the controls, the more he becomes interested. So show him how to open the door, and let him do it.

Then, show him how easy it is to “slip” into the seat. Let him enjoy the satisfaction of “easing” himself into the car.

Of course you’ll drive first, but as you get back of the wheel, take a look at your passenger’s comfort, and adjust the seat where you think it will be most comfortable for him. Invite him to lean back and relax. Tell him this is a ride he is going to really enjoy.

Remind him that he is sitting down within the frame, completely surrounded by protecting steel girders. Get him to admit, out loud, that he is impressed with the luxury and roominess afforded. That he likes the non-glare instrument panel top, the location of the radio speaker, and the convenience of the recessed door. (Meanwhile your motor is getting warmed up.) Point out that all controls are within easy reach of the driver, and mention the major features in the front compartment.

STARTING OUT

Show him how easily you release the parking brake, how smoothly your car starts out. Call attention to the convenience and protection of the teleflash signals.

SELECT A ROUTE

A route which will enable you to demonstrate the features he is particularly interested in. Never drive faster than your prospect wants you to. Ask before you start. This is a courtesy that will be appreciated.

See that your demonstration route permits you to demonstrate:

Smoothing
Acceleration
Handling in traffic
Rough roads, crossing tracks, etc.

Taking hills
Negotiating curves
Highway travel
Speed, if wanted.

LET PASSENGER DRIVE

After you’ve driven far enough to show what the car will do under varying driving conditions, stop, put on your parking brake, and invite your passenger to take over.

Show him how to release parking brake and start the car.

Have him test the “brake action” before he gets under way. (His old car may require a hard foot pressure to operate his brakes.) If your car has automatic transmission, explain its operation.

AS PROSPECT DRIVES

Refer to the car as “your car”, such as “now, when you take this hill with your car note how easily it takes the grade”. Get him to admit the various driving qualities of the car as he experiences them, by asking “Certainly handles effortlessly in traffic, doesn’t it?” — “Did you ever see a car handle so steadily and safely on a curve?” etc.

Keep impressing your client with the exceptional driving and riding qualities of a Hudson.

It’s a good idea to anticipate some of the thrills he will get, such as “We’re coming to quite a rough railroad crossing. Notice how smoothly your car goes over the tracks.”

Then, get him to admit that it was smooth by asking, “That was certainly smooth, wasn’t it?”

IF A WOMAN PASSENGER

Play up the features that appeal to women, such as:

Beauty, luxury, convenience.
Lots of places to “put things”.
Inability to lock themselves out.
Ability to lock themselves in — protection when driving alone or with children in the car.
Easy starting, easy steering, easy parking.
Convenience of Hydra-Matic automatic transmission.
Safety features.
Ease of cleaning Duraflap trim material.
Soft-acting clutch.
Easy spring opening rear deck, which locks automatically.

MAKE ’EM WANT IT

Your demonstration is primarily for 2 purposes:
To prove all the statements you made;
To make your prospect want the car more than the money it costs, and to want it now.

END YOUR RIDE AT THE SALESROOM

When you end your demonstration at the salesroom you’re all ready to have an appraisal made and talk about the deal. You’re in a position to ask for closing help if you need it. You’re where you have all the selling equipment you need. So make this a rule, and follow this practice whenever conditions permit.

LAST STEP

After you’ve closed the deal, the next step is to make out a demonstration and delivery report and have your dealer attach it to the RDR (Retail Delivery Report) so you’ll have a prize point check for 3,600 points coming to you.

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HOW DID THEY FIND OUT?

A Hudson Hornet won the 100 mile stock car race in Atlanta on November 11th. Good news, but not the most interesting part of this race. A new record for speed was established. Still good news, but still not the most interesting part. The most interesting part of this race was that it was won by Tim Flock of the famous Flock brothers who have been so prominent in stock car racing all through the 1951 season. The Flock brothers have all driven Olds until Tim switched over. He won the last race he entered with a Hornet.

Now Tim Flock is one of the finest stock car racers in America. His skill and his nerve are recognized everywhere. He has a wonderful record. But when he saw Hornet after Hornet go by him to win race after race he decided to do something about it. And he tried out a Hornet.

After switching to a Hornet he won his very first race, and established a new record for the track.

A good driver is no better than his car. There's an old saying that no jockey is any better than the horse he has under him. This is just as true of a race driver. A top driver and a top car are a tough combination to beat. Mr. Flock had the car and proved his driving skill.

How did Mr. Flock find out that Hudson was a better performer? He tried it out. He gave it some severe tests. And he satisfied himself AFTER TRYING IT OUT that Hudson was a superior car.

The big point is that he TRIED it—drove it. The car proved its own qualities. That's the only way any prospect ever finds out how much more he gets in Hudson. That's the way to convince people.

Without a convincing road demonstration and getting the prospect to drive, we do only a PARTIAL selling job.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY
 quote from this issue of Sales Management and, impressing your men on the many advantages they have, get them to get competitive owners to drive Hudson and see for themselves what a difference there is in a Hudson ride.

MON.
 Using this issue of SMS as a guide, see how many local owner letters your men have. Why not have them photostated and give each man a set of them? As salesmen contact their owners and hear good reports from them, ask for letters, secure permission to use them, and make up a fine set of owner testimonials. And please send copies to the Sales Management Service Editor, Detroit.

TUES.
 There will be a number of Christmas Bonus checks given out soon, a number of Christmas Savings Account pay-offs and year-end payments issued. Many of these people will buy new cars, using these extra cash payments. Find out which firms in your area will make such payments, and contact those likely to get them.

WED.
 School Teachers and Others in the educational field will have Holiday vacations, and many will want to take their trips in new cars.

THURS.
 Don't let down on your opportunity to offer new cars at old prices and at old tax rates. You can save buyers up to $200. to $300. and more.

FRI.
 The "Buying Spirit" is in the air. People are spending money. And many people you might never suspect have substantial savings available to buy with when they make up their minds to buy. Get them to drive your car. Make them want it, and they'll find ways of buying it.

SAT.
 Clean up day. Get those "hot prospects" in over the week-end and try to close them.

NO ISSUE NEXT WEEK—Holiday

“Merry Christmas”
YOU HAVE TO BE ALIVE TO WRITE

In the December Newsletter you’ll see reproduced a letter from Mrs. Burton O. Parker of Ortonville, Michigan, in which Mrs. Parker gives Hudson credit for saving her husband’s life. Suppose the Parkers had never TRIED a Hudson and had been driving some other make of car?

An owner, Geo. H. Wilbur of Minneapolis, writes “... my wife skidded on a wet stone pavement and rolled down a bridge approach into a swamp... the drop was about 40 feet and she was severely shaken up. Except for bad bruises she was not cut, nor were any bones broken... I feel that the ruggedness of the Hudson saved her from serious injury.” Suppose Mr. Wilbur had never been persuaded to TRY Hudson?

INCREDIBLE? IT IS.

Walter V. Barber, Orange, California, wrote concerning his return trip, after taking delivery of a new Hudson from the factory: “We travelled through some hot weather... Grand Canyon... Yosemite National Park... Mohave Desert... there was never one drop of water added to the radiator until 11 months and 4 days of usage and after 13,000 miles on the speedometer...”

Incredible? It would be hard to believe if we didn’t know what a Hudson can do.

From Whiteford, Maryland, owner S. R. McKinley writes: “I bought a 1941 Hudson 2-door in July, 1941... have 42,000 miles on it... never had a wrench on it except to put in one new set of spark plugs. Except one flat, tires are like new and look like they are good for another 40,000 miles... I get 25 3/10 miles to the gallon of gasoline... brakes are still perfect... paint is like new... and I still use the original battery that came with the car.”

Hard to believe? Certainly is, but these are the facts.

An owner from Springfield, Illinois, Mr. H. E. Gnuschke wrote this: “I am a travelling salesman, I tried out various makes of cars... but before I drove Hudson I’d always come back from a long trip all tired out and ‘shaking’... the Hudson holds the road so securely I don’t have to drive it—just relax and give the wheel a little turn now and then—the car drives itself. Now I come home relaxed and rested... The car isn’t made that I’d rather have, regardless of price.”

How did these owners find out about Hudson’s economy and durability? By trying it. Driving it. Suppose they’d never been induced to try out a Hudson?

THESE ARE TYPICAL OF THOUSANDS

Probably there isn’t a single salesman in our organization who doesn’t have a file of equally fine letters from his owners. If he has called on many of his owners and cultivated their friendship and good will he must have secured many. Excepting your demonstrator, there’s no finer selling equipment.

To be most effective, such owner testimonials should be local—from people right in your community,—people who are known, or who may be contacted.

Here in Detroit we get literally thousands of such letters. Many of them credit Hudson construction, low center of gravity and rugged construction for saving their lives. Others commend Hudson riding qualities, durability, economy and so forth. Many owners have claimed that Hudson’s reserve mechanical braking system has saved them from serious injury.

WHAT ARE YOU GOING TO DO ABOUT IT?

Now, all of this makes good reading for a Hudson man. But the important thing to keep in mind is that these people found out about these Hudson superiorities by trying out a Hudson—by driving it.

If others knew about these advantages they’d investigate and drive a Hudson, and satisfy themselves that no other car can give them all these benefits.

The way to get these people interested is to GET THEM TO DRIVE.

What are YOU going to do about all these selling advantages?
You’ve doubtless read considerable lately regarding the passing of “Shoeless Joe” Jackson, one of the baseball greats of all time. He had one of the highest batting averages ever recorded. Unable to read or write, he apparently had a natural instinct for perfect timing plus a strong throwing arm and the ability to run fast. It is said that he received his nickname “Shoeless Joe” because one hot day out in the ballpark his feet hurt him so badly, he took his shoes off and played in his bare feet. Later a newspaper writer is supposed to have asked him why he took off his shoes, to which Joe replied, “There’s so much broken glass out there in the outfield, it was cutting my good shoes all up. I had to take ‘em off to save ‘em.”

They say Joe never slipped but once. One warm day he had waited so long for a fly ball to come his way he got to dreaming...and when a long drive finally came toward him, he forgot to go after it. Joe never got over this lapse. After waiting eight innings for an opportunity—he was half asleep when it came.

“Just like a lotta folks – they wait a long time for their chance—then “blow it” because they wasn’t ready when it came.”

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

NEW CARS WILL BE ANNOUNCED TO THE PUBLIC SOON. THERE WILL BE SPECIAL INVITATIONS TO SEND OUT—SPECIAL CUSTOMERS AND OWNERS TO CALL UP AND INVITE TO A “PRE-SHOWING”—THERE WILL BE LISTS OF PROSPECTS TO BE MADE UP—DEMONSTRATIONS TO BE MADE—AND VERY IMPORTANT—EACH SALESMAN WILL NEED TO KNOW THE NEW FEATURES FOR 1952. GIVE EACH MAN A NEW CATALOG AND CAREFULLY REHEARSE HIM ON THE NEW ITEMS AND IMPORTANT HUDSON ADVANTAGES TO TALK ABOUT.

MON. NATURALLY, “NEW MODELS” will be in everyone's mind...but you may have a 1951 model or two to still get rid of...and your ability to offer a new car at the old price and at the old tax rate, will enable you to save many deals...so don't overlook this opportunity.

TUES. NOW'S THE TIME to get your demonstrators in top condition. Every salesroom visitor or person who indicates any interest in our new line for '52 should be given a demonstration and urged to drive. Be ready.

WED. CHECK THOSE POSTCARD MAILINGS...and follow-up phone calls. Keep up your volume of both and you CAN'T HELP BUT SELL CARS. This has been conclusively proved time after time. Ask enough people to buy and you'll find buyers.

THURS. DON'T BE MERELY A “SHOW-ER” during Announcement Time — be an “ORDER-GETTER”. Showing the car is fine, but ask for the order.

FRI. HOW ABOUT USING ANNOUNCEMENT TIME to move those old used cars. Some salesroom visitors may not be able to buy a new car, but CAN be sold a good, late-model used Hudson. Sell something, even if it's only a set of seat covers or a set of spark plugs. Get into and stay in the selling mood.

SAT. THIS IS A GOOD DAY FOR SELLING. People have more leisure. Good day to make appointments for a demonstration trip. Good day to bring in your best prospects and put the heat on them.
DON'T PULL A "SHOELESS"

This incident recalled a similar one that happened to us in a dealer meeting a few years ago. It seems that sometime previously we had developed a mythical character who was supposed to represent a typical Hudson salesman. We hired a professional model to pose as a salesman, and had artists sketch him in various selling poses. We published pictures of him in our Hudson News, which went to all dealers and many salesmen. This character in time became very well known—so we hit on the happy idea of having the model appear in person during a dealer meeting we were going to hold. Well, we rigged up a big paper poster with a typical picture of him in a selling pose, wrote the meeting program around it, and planned to have him jump through the paper poster at the exact minute the speaker said, “Now, gentlemen, I give you this salesman in PERSON.”

In order to have the stunt come off smoothly, we brought the model over to our office and rehearsed and rehearsed. He didn’t have to say a word, or do a single thing . . . except to jump through the big paper poster when his name was called. Just that one thing. Nothing else.

Well, we held the meeting—had the poster all ready—had him waiting back of the poster. At the proper time, the speaker gave him his cue—but nothing happened. The speaker repeated his lines, and still nothing happened. Then a stage hand back stage gave the fellow a nudge—and before the speaker could get to his lines for the third time, the fellow stumbles and falls through the poster, landing in a heap on the stage. Like “Shoeless Joe”, he waited for his chance and muffed it.

WE’VE WAITED A YEAR FOR THIS

We’ve waited a year for the opportunity offered by our current New Car Announcement. Announcment Time always brings in numbers of people to see the new cars. When people come in to our salesrooms—that means selling opportunities, because they only come in for two reasons:

1. Curiosity.

2. Buying interest.

When people are curious, they’re “first cousins” to prospects, because if they see something new and better that they like, they’re apt to become interested in buying.

So, every salesroom visitor is a potential buyer. He is an opportunity.

Just after Announcement Time last year, we visited a good-sized Metropolitan Dealer and suggested that he must have a great bank of prospects. “No”, he replied, “we didn’t consider it worthwhile to keep a record of the people who came in.” So, out of the hundreds of visitors, he didn’t have a single name except those few who specifically asked about buying. Another “Shoeless Joe” muff.

THIS ALWAYS GETS THE NAME

We’ve waited too long for this opportunity to let it get away . . . let’s be SURE to get the name and address of every visitor and everyone we may talk to who indicates any interest. How to get the name? Easy. Just say that you’d like to mail them one of the beautiful new catalogs you expect to have in soon, and if they’ll give you their address, you’ll see that they receive it. Few people will refuse. If this doesn’t work, then try this one: “We expect to have some further news regarding our brand new, lower priced car soon, and we’d like to send you pictures and news concerning it—so if you’ll give me your address . . . etc.” This will work.

GET THOSE NAMES AND ADDRESSES.

Don’t pull a “Shoeless”.