

Baltimore, Md.: "My salesman called me about a week after my car was delivered to me. He specifically called to ask how I liked my car. I was surprised to get the call, and I certainly appreciated it.

"I told my father-in-law and brother-in-law and they were swayed by this somewhat. Since they were both in the market for a car, I introduced them to the salesman. Well, my father-in-law bought a car from that man and so did my brother-in-law. So, in effect, I made three sales for that salesman—but I received no 'thank-you' of any kind from him."

Atlanta, Ga.: "No, I didn't hear a thing from my salesman. Never did call or send a letter. You know, it didn't bother me until others said that their salesmen called. I guess my man wasn't a professional."

#### **What Does It All Prove?**

It all proves that what we say and do creates an image of us, personally, and of the dealership. From this we can deduce that while the people quoted did buy cars in spite of their annoyance with the salesman, they might not buy again. And it also makes you wonder how many times these selling faults caused those salesmen to lose sales to other customers without ever knowing exactly why.



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*SALES INFORMATION SERVICE*

**THROUGH  
YOUR  
OWNER'S  
EYES!**

The owner comments you heard in this release are actual statements taken from tapes of owner meetings held all across the country. They were taken from transcripts of meetings held in Boston, Baltimore, Washington, D.C., and Atlanta—in Chicago, Fort Wayne, and Indianapolis—in Kansas City, Oklahoma City, and Memphis—in Dallas, Fort Worth, San Francisco, and Los Angeles.

So that you can look over, at your leisure, some of the things owners said, much of the comment is printed here just as you heard it in the release. Look at yourself through the owner's eyes and draw your own conclusions about your selling image.

These incidents are presented under headings indicating the "steps" of the sale with which they are associated.

**APPROACH** — Fort Wayne, Ind.: "I'm retired, and sometimes I'll go around in a pair of blue jeans and moccasins. Maybe a pretty dirty coat on. When I walk in with that kind of clothes on, I'm not noticed—to the extent of 10 or 15 minutes. Some people walk in after me that's pretty well dressed. It looks like they've got the money to buy the car, so the salesman will come and talk to 'em. So, I think it might be well to acquaint your salesmen with the fact that some guy that walks in there with a pair of blue jeans on

might be able to buy a car."

**PRESENTATION** — Washington, D.C.: "Sometimes the professionalism of a salesman leaves a lot to be desired. They don't seem to know anything about the mechanical aspects, and to me this is important. Oh, they can tell you that it has so much headroom and legroom. But they don't know anything about how one engine is different from another. Or the suspension system.

"Like my father—he wanted a car for hauling a trailer, and he bought the heavy-duty suspension package. Well, the salesman didn't seem to know anything about it at all. You know, a lot of the options I had my father order, the salesman didn't know existed. I had to point them out to him myself, in a book."

**CLOSE** — Chicago, Ill.: "You go in and you sit down. You haggle about price and how payments are going to be made. Then, when you come to pick up the car, lo and behold, you say, 'Hey, this isn't the price we agreed on!' They added about \$60 or \$75 on it.

"The salesman says, 'Well, I made a mistake, and the sales manager won't let me sell it at that price.' I told him, 'Well, if that's the way you're going to do business, forget it!' I started to walk out and the salesman says, 'Wait a minute, we'll sell it for that price.'"

**DELIVERY** — Dallas, Tex.: "Well, I think that a salesman just ducks all

the responsibility completely. The minute a person's credit is O.K.'d, he's through, as long as he can get you in and out. Like my salesman. He gave me the keys, the owner's manual and the Protection Plan Booklet when I came to pick up my car. Then he walked away. Now, I don't read these little books and all that sort of conglomeration. We have enough to read as it is.

"I think they should instruct the purchaser at the time of delivery. Just a short, 'Let me show you some things that are different about this car than what you're used to.' That's all. Not take your money, then 'Good-by.'"

**FOLLOW-UP** — San Francisco, Calif.: "Yes, I got a call from my salesman—one year later—when the new cars were coming out. When we talked on the phone, he seemed to be interested only in if I were going to buy a new car. Oh, he asked me how I liked my car, but I thought he was pretty insincere. "I said he should have called a long time ago. You know, what if I had something to say or got a lemon or something like that? With no one to complain to, I'm going to tell a neighbor and he'll tell the guy next door. First thing you know, sales will cut down."

*Many salesmen call an owner from 5 to 10 days after delivery. This usually stops a lot of talking to friends and neighbors if an owner is unhappy about something.*