

# FORD MECHANICS SERVICE FORUM

## METHODS OF ATTRACTING NEW SERVICE CUSTOMERS

"A JOB FOR JIM"

# FORD

DIVISION OF *Ford Motor Company*

SERVICE DEPARTMENT



Safety  
Performance  
Convenience  
*and*  
Economy  
Insurance



# foreword

Selling is the most natural thing in the world. We're all salesmen. Every time one of us slicks down his hair, puts on his good suit and the snappy tie, and goes out to see his girl friend—he's selling himself. Some of us have convinced that girl that we're the only one in the world for her—that's selling. We all want people to like us—so, we do the things for them that we'd like done for ourselves.

That's selling.

When we do the best work we can on our job—we're selling.

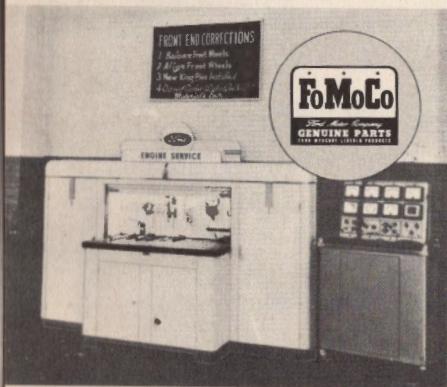
We're selling ourselves and our skill—and that's what makes us successful.

Selling service as Jim Braymer does in the film is exactly the same thing. You're helping people when you point out needed service. You're helping them to "insurance" of the type Jim holds in his hand on the opposite page. That's good for them—good for you—and good for your community. It's a job for *you!*

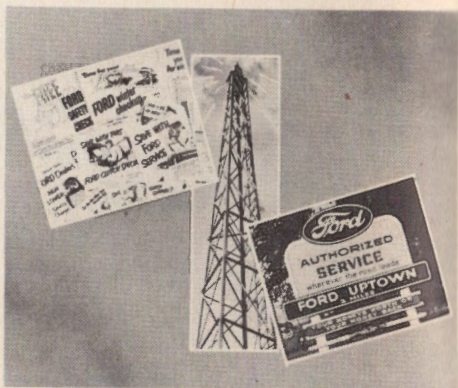
## THE PRODUCT



A *good* salesman is first sold on his product. You have a product to be proud of—your own skill as a top-flight FORD mechanic.



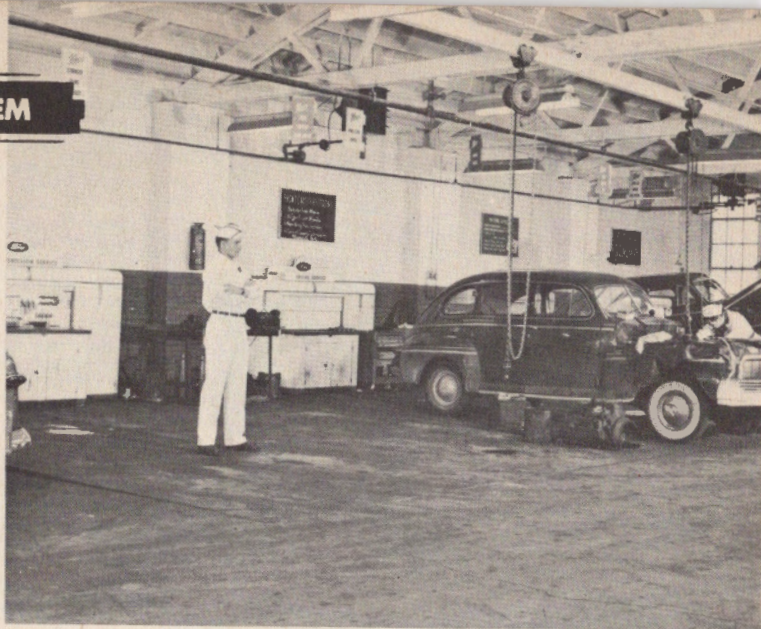
You have the latest tools and equipment and FoMoCo Genuine Parts to back you up.



And you have the promotion which helps build service business.



## THE PROBLEM

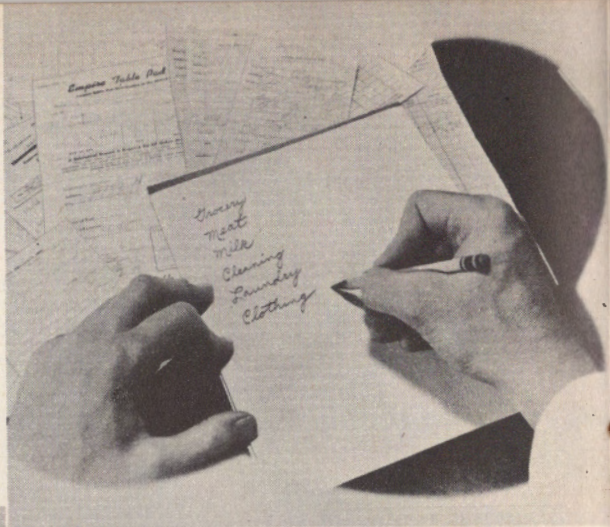


Times change. That once booming service floor may not always get its full share of service customers.



Sooner or later, any drop in service business is going to hit where it'll hurt—your pocketbook.

THINK IT OVER!



Grocery  
Meat  
Milk  
Cleaning  
Laundry  
Clothing  
Furniture

Drugs  
Hardware  
Plumber

Do you ever ask yourself:

"Where does my money go"? Think it over! On the opposite page is a list of businesses. You trade with many of them. There's a space to mark down an estimate of how much you spend with each of them. Add to the list. When you're through, you'll know where the money goes.



# TRY IT OUT

BUSINESS	AMOUNT WEEKLY		WEEKS IN YR.		ANNUAL TOTAL
Grocery	_____	×	52	=	_____
Meat	_____	×	52	=	_____
Drug	_____	×	52	=	_____
Milk	_____	×	52	=	_____
Cleaning	_____	×	52	=	_____
Laundry	_____	×	52	=	_____
Clothing	_____	×	52	=	_____
Furniture	_____	×	52	=	_____
Hardware	_____	×	52	=	_____
Plumber	_____	×	52	=	_____
Florist	_____	×	52	=	_____
_____	_____	×	52	=	_____
_____	_____	×	52	=	_____
GRAND TOTAL \$					_____

*That's where your money goes!*

IF THEY AREN'T BUYING FROM YOU . . .



LAUNDRY  
MILK



GROCERY  
CLEANER



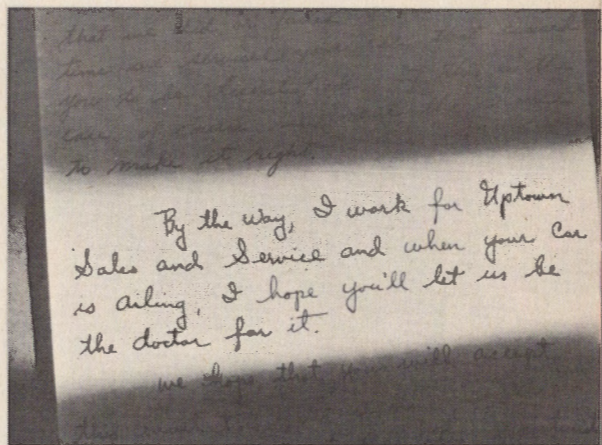
These business men get part of your money. How much do *you* get of theirs?



## GO INTO ACTION



For some, it only takes a minute to spot their needs and tell them how you can help them.



For others, it only takes a moment to drop a line and let them know you are in business, too.

**BRING THEM IN**



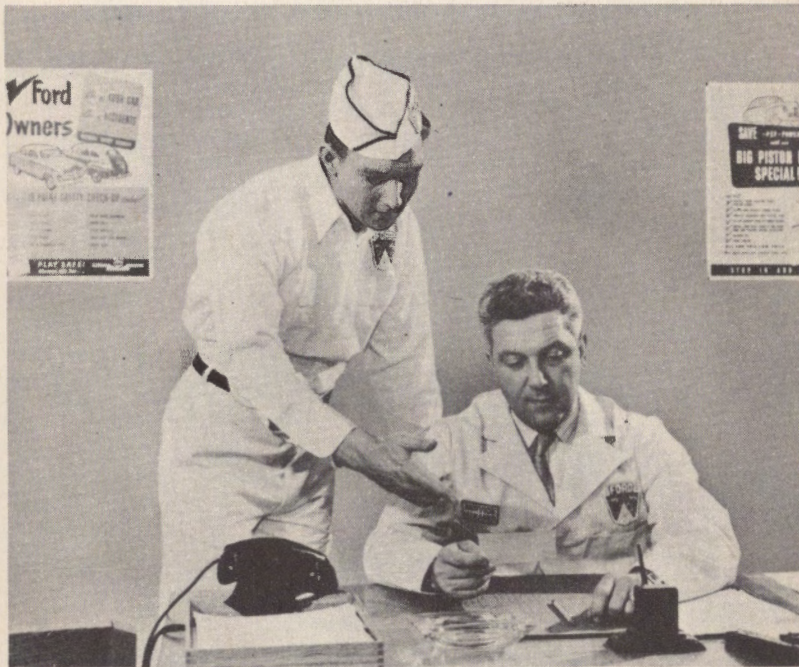
Many of the business men who hear your sales story . . .

. . . will help to fill that Service Floor.





**REMEMBER THE FOLLOW-UP!**



Give all the information you can to your service manager.

He'll follow-up!

## TAKE A LOOK AT YOUR STREET

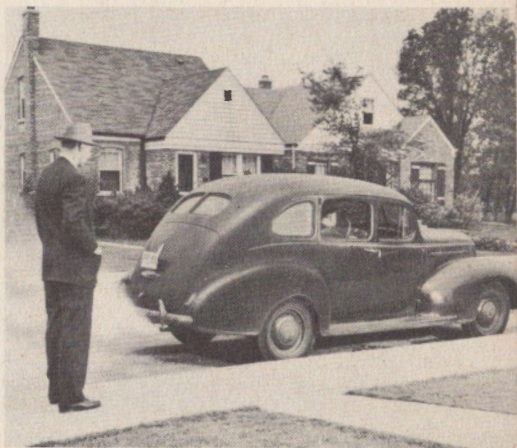


- How many service needs are there on your street?



## LIST THE PROSPECTS

How many car-owning neighbors  
can you name? Write them down.





*Your enthusiasm can help boost enthusiasm in others! Everyone should get into the act.*



## TEAMWORK COUNTS!

New and used car salesmen have many opportunities to sell service.



Even bookkeepers, in the ordinary routine of business, have a chance to do some effective service promotion.



And parts salesmen can also steer business to the service manager.



**DON'T MISS A BET!**



Remember the fellow who needs  
a friend.



He'll be a friend for life.

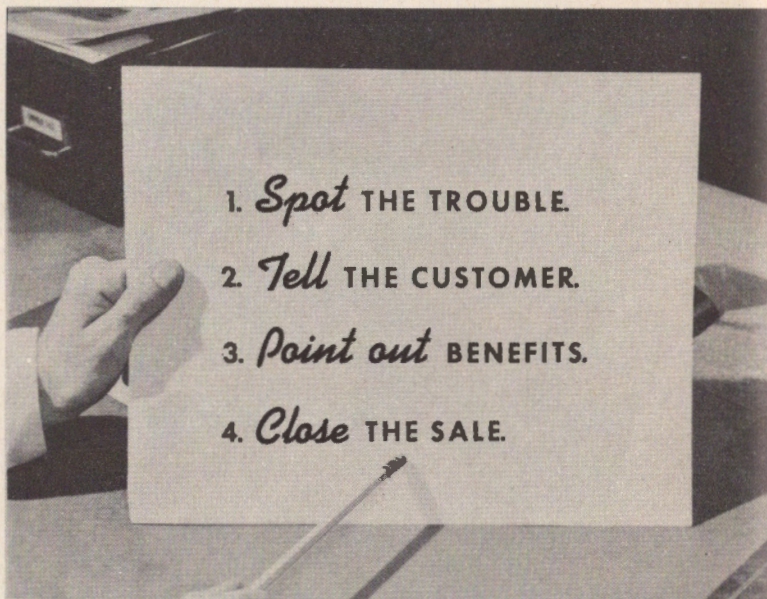


**YOU CAN BET YOU WON'T MISS!**



That service business will begin to pour in.

Here's how to do it!



1. *Spot* THE TROUBLE.
2. *Tell* THE CUSTOMER.
3. *Point out* BENEFITS.
4. *Close* THE SALE.

And here's what you sell!

- *Safety*
- *Performance*
- *Economy*
- *Convenience*



**PUT YOURSELF IN THIS PICTURE**



**IT PAYS OFF!**

## NOTES

LIST FELLOW MEMBERS OF YOUR CLUBS AND  
ORGANIZATIONS

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## LIST MEMBERS OF LODGES AND CHURCH HERE

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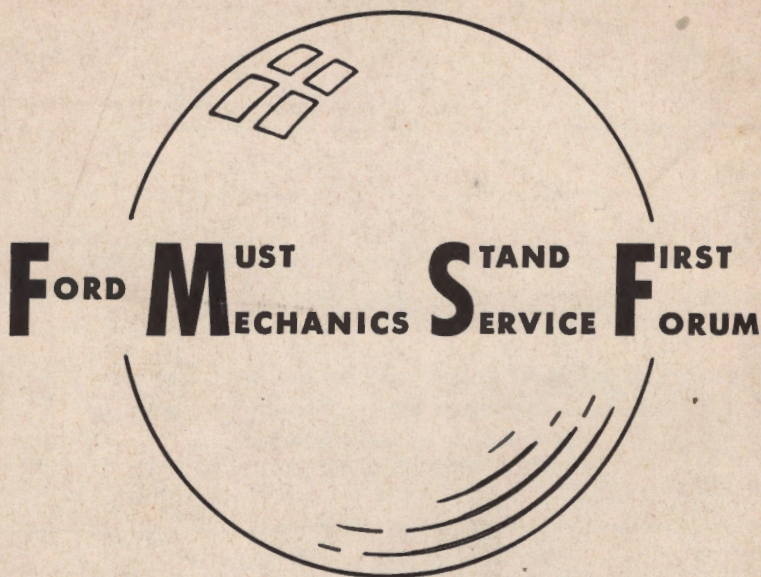
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## NOTES

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You will want to keep this booklet. Add it to your collection of Service Forum Take-Home Books. It will be a handy reference.



COMPLIMENTS OF

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YOUR HEADQUARTERS FOR FRIENDLY SERVICE

AND

GENUINE FORD PARTS

LITHO IN U.S.A.