

PONTIAC  SIXES-
VEIGHTS
Chief of Values

PRactical GUIDES
TO
BETTER SELLING



ANSWERING
THE PROSPECT'S
OBJECTIONS

ACKNOWLEDGMENT

IT IS always the policy of Oakland Motor Car Company to discuss its plans with members of the selling organization and get the benefit of their ideas and experiences.

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From these men came many practical suggestions and methods which will prove valuable to all Pontiac dealers and salesmen.

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FUNDAMENTALS OF SELLING



There are many things which contribute to success in selling. Each individual salesman may have particular methods which in his experience have proved effective. Certain principles, however, are fundamental as disclosed in a recent survey of fifteen thousand sales. These sales were carefully observed and analyzed. The following basic rules resulted:

1. Be a good talker second and a good listener first.
2. Don't interrupt the customer.
3. Don't consciously or unconsciously get into an argumentative mood.
4. If a customer brings up an objection, state the objection to him in your own language.
5. Repeat again the customer's objection.
6. Close on one issue.

Study these and endeavor to use them in your selling work. They will help you to become more successful and to increase your earnings.

WHAT IS YOUR BIG OBSTACLE?



You are face to face with your prospect. You have demonstrated either the Pontiac 6 or the Pontiac V-8; you have had the prospect's car appraised; you have told your story. Everything points to a sale, yet your prospect does not sign when you ask him for the order.

There is a big obstacle which you must overcome. But before you can overcome it, you must discover what it is—the prospect's real objection to buying. He may have indicated his objection or tried to cover it up. Whatever it is, you must find out what it is and overcome it, one way or another, before you can close the sale.

When you know the real objection, you know what the prospect is thinking about.

Most salesmen find that the hardest prospect to close is the one who will say little or nothing.

When you overcome an objection you are helping a prospect to make up his mind to buy.

Few people like to make a decision and it is only natural to find excuses to postpone making one as long as possible.

You will encounter these excuses or objections so often that they will become familiar to you. Because they come up so often it is important that you prepare yourself carefully so that you can answer them decisively and convincingly.

Most of these objections have been advanced so often that they can be grouped readily.

No matter what your prospect's real objection is, you will find that it falls into one of the following five groups. Be able to handle each of these types of obstacles and apply the right principles at the right time.

1. The prospect is not satisfied with your appraisal of his car.
2. The prospect is not ready to buy.
3. The prospect cannot afford to buy.
4. The prospect is thinking of a competitive car.
5. The prospect has mechanical objections to the car.

Methods of overcoming these obstacles have been found by Pontiac salesmen and it is our purpose to present those which have helped to get the order.

We do not attempt to present answers you should learn and recite, but rather desire to give you information and suggestions with which to supplement your own experiences. Many you can elaborate on, others cut down, but you should become so familiar with them that your prospects cannot resist your enthusiasm, the force of your reasoning and the power of your suggestion.

In determining whether or not a man is a prospect, it is well to be guided by this definition:—"A prospect is one who has a need for either a new or used car and can afford to buy." If

any person you interview does not meet that definition, drop him from your list. Do not worry about his objections.

In answering objections, never start an argument or allow your prospect to lead you into one. Control yourself and speak pleasantly, with a smile on your face.

HOW TO CLOSE THE MAN WHO IS "NOT SATISFIED WITH YOUR APPRAISAL OF HIS CAR"



The fact remains that the sale of a new car involves two sales on your part. You must sell the new car as well as sell the appraisal of a used car. Usually it is a case of the prospect wanting to sell a used car and you wanting to sell a new car. It is your job to take the initiative and be on the offensive.

You have absolutely nothing to fear when a prospect makes an appraisal objection. You know that the car you are selling is an outstanding value. Your job is to convey this impression to the prospect. Tackle the task with courage and enthusiasm and your battle is half won, because your prospect will know you mean to do business on a fair basis.

You have several fine tools to use—your Sales Album and the Pontiac Value Comparison book. This Value Comparison shows conclusively the wonderful value you are offering—each feature of the new Pontiac compared to that of the car being traded in by the prospect.

EXPLAIN HOW YOU HAVE DETERMINED THE ACTUAL WORTH OF THE USED CAR

Two things enter into the depreciation of an automobile. The first is time. Because the public demands mechanical

and appearance improvements in automobiles, new models must be brought out, which naturally depreciates older models. A new car two years old which has never been driven, cannot be sold at full price. The age of the car or "time" has depreciated its value.

The second reason for automobile depreciation is Usage. The amount of this is determined after a careful check-up of the mechanical condition and appearance of the car.

To assist dealers and salesmen in explaining the fairness of the appraisal, the following formula is printed on the appraisal form:

This car properly reconditioned should sell for \$ _____
To recondition it properly will cost \$ _____
In addition we must pay:
Salesman's Commission @ _____% _____
Overhead, Storage and Maintenance _____
Advertising _____
Total Cost _____
Actual Worth _____

And in addition we must give the purchaser a guarantee.

If the dealer is to break even on the transaction, all these items must be deducted from the price the car will sell for.

Be sure to show your prospect that regardless of the used car allowance offered, the important thing for him to consider is what he gets and what he pays.

BEFORE GIVING THE APPRAISAL PRICE

Many times the appraisal objection can be overcome before it is raised. Sell the new car first and do not quote the appraisal price until after you have demonstrated the new car and brought the prospect into the salesroom. When a prospect has had a chance to compare the performance of the new car with that of his old car, he will undoubtedly become more interested in buying the new car than in selling his old one. Even after you have given a prospect the appraisal on his old car, you will find that a second demonstration will bring out this difference between the new and old cars and help you to sell the appraisal. Always urge the prospect to drive the new car himself. While he is at the wheel, you can drive home additional arguments on the value of the new Pontiac.

WHEN HE WANTS \$75 MORE

Often a prospect will say that he would be willing to sign if you allow him \$50 or \$75 more for his old car. In this case point out that he wouldn't expect you to accept \$750 for an \$825 sedan if he offered that amount in cash for it. An over-allowance on a used car is virtually the same thing. This is your cue to tell a strong value story—to prove that the value of the Pontiac at the low delivered price is worth the difference.

WHEN HE CAN GET MORE ELSEWHERE

When a prospect says some other dealer will allow him more for his used car, compare your deal with that offered by the other dealer. This comparison will show one of two things: (1) The other dealer is covering up the added allowance for the used car in delivery, accessory or financing charges; or (2) the other dealer's car is over-priced. (Use Sales Album and Pontiac Value Comparison.) Here again is your opportunity to drive home the Pontiac value story. Also show him how little Pontiac will cost him, using your appraisal and the terms on which he has said he can buy.



BELIEVES OLD CAR WORTH MORE THAN YOUR OFFER

When a prospect feels that his old car is worth more than your appraisal, you should talk market values and then convince him that he should accept your appraisal in order to obtain the advantages he can get only in a Pontiac 6 or V-8.

If possible, have prospect ride with you in his old car when making appraisal. No doubt the old car is good for many miles of transportation, but you know the prospect is dissatisfied with its performance, its appearance, its upkeep cost or its cost of operation. Show him how he overcomes these disadvantages by turning in the old car at a fair price and driving a new car. Often you can show a prospect that his saving in repair bills and cost of operation will more

than offset the difference between your appraisal and what he thinks he should get.

OLD CAR WORTH MORE TO PROSPECT

Sometimes a prospect will feel that his old car is worth more to him for further use than the appraisal. When he makes such a statement, why not sell him on keeping his old car for personal or general use and buying a new car for family use? You know that the two car idea is generally recognized and you can show the prospect the many advantages of having two cars in the family. Then your opportunity is to sell the particular new model that will best fit the prospect's needs.

WILL GIVE NAMES OF PROSPECTS IF GIVEN A BETTER ALLOWANCE

Often a prospect will ask for a better allowance because he is going to give you the names of several new prospects. Try to convince such a prospect that he will be doing a favor for his friends by putting you in touch with them and that after all you have to sell them the new car and take in the used car. In case you wish to give him something tell him you will give him a bonus on any *new* prospects he gives you that result in a sale within a 30-day period. The prospect, of course, should be one that is not listed in your prospect file.

ADDITIONAL CLINCHERS TO USE

There are additional clinchers you can use in answering other appraisal objections. Refer, for instance, to the classified ads in your local newspaper and to the Blue Book quotation on your prospect's used car. Show the prospect that your appraisal plus the necessary re-conditioning cost is wholly in line with the advertised prices of similar used cars.

Another good move is to take the prospect to the used car

department. Let him see the cars you have on hand and the prices at which you sell them. Comparing his own car with these cars, the prospect will appreciate the fairness of your appraisal.

Never overlook the opportunity to point out your policy of quoting the delivered price, fully equipped. Have other finance company rate charts handy to show prospect the difference in financing charges.

FIGURE THE VALUES

When you have overcome every apparent objection to Pontiac but your prospect is considering a competitive car

Discriminating Buyer's Guide			
Value can be determined only by actual comparison. Carefully check all charges which make up the delivered price of the car you buy.			
Check the car which you rate the highest in the features shown opposite here—	Pontiac 6 or V-8	Car No. 1	Car No. 2
	Beauty <input type="checkbox"/> Comfort <input type="checkbox"/> Handling Ease <input type="checkbox"/> Performance <input type="checkbox"/> Economy <input type="checkbox"/> Dependability <input type="checkbox"/> Safety <input type="checkbox"/>	Beauty <input type="checkbox"/> Comfort <input type="checkbox"/> Handling Ease <input type="checkbox"/> Performance <input type="checkbox"/> Economy <input type="checkbox"/> Dependability <input type="checkbox"/> Safety <input type="checkbox"/>	Beauty <input type="checkbox"/> Comfort <input type="checkbox"/> Handling Ease <input type="checkbox"/> Performance <input type="checkbox"/> Economy <input type="checkbox"/> Dependability <input type="checkbox"/> Safety <input type="checkbox"/>
Cash Purchase			
List price (F. O. B. Factory), Including 5 Wire Wheels	\$ _____	\$ _____	\$ _____
Equipment: Bumpers, Spare Tire & Tube, Tire Lock	\$ _____	\$ _____	\$ _____
Freight and Handling	\$ _____	\$ _____	\$ _____
Total Cash Delivered Price	\$ _____	\$ _____	\$ _____
Used Car Allowance	\$ _____	\$ _____	\$ _____
Net Cash Difference	\$ _____	\$ _____	\$ _____
Time Purchase			
1. Total Cash Del'd Price	\$ _____	\$ _____	\$ _____
2. Down Payment: Used car allowance _____ cash _____	\$ _____	\$ _____	\$ _____
3. Total down payment	\$ _____	\$ _____	\$ _____
4. Amount to be financed	\$ _____	\$ _____	\$ _____
5. GMAC financing charge, including fire & theft insurance	\$ _____	\$ _____	\$ _____
6. Total Deferred Balance	\$ _____	\$ _____	\$ _____
installments of \$ _____	\$ _____	\$ _____	\$ _____
7. Total Time Del'd Price (add lines 2 and 6)	\$ _____	\$ _____	\$ _____

When you trade in your Used Car, you will never drive it again, but you will be driving the New Car for many thousands of miles. It is more important to get a good new car than it is to get a high allowance on your old car. A higher allowance on your used car may be offset by extra charges added to the delivery price.

and you cannot close the sale, then use the Discriminating Buyer's Guide. Explain to the prospect that because he is investing considerable money in his new car he should weigh the values just as carefully as if he were buying a new home and then consider the total time delivered price, including accessories and financing charge.

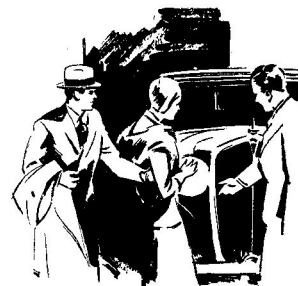
Figure for him on this Buyer's Guide how the price of the Pontiac is made up, including the list price of the car, equipment, freight, handling and G.M.A.C. charge, including insurance. Give your prospect the same information on the competitive car and thus show to him the difference in actual cost. Remember, value can be determined only by actual comparison, so you should carefully check for your prospect all the charges which make up the delivered price of the car he buys.

Impress upon your prospect that when he trades in his used car, he will never drive it again, but, instead, will be driving a new car for many thousands of miles. It is, therefore, more important that he get a good new car than it is to get a higher allowance on his old car. A higher allowance on his used car may be offset by extra charges added to the delivered price.

Following the form suggested in this Discriminating Buyer's Guide will enable the salesman to cover these points effectively with a prospect.

HOW TO CLOSE THE MAN WHO IS "NOT YET READY TO BUY—"

Many of the objections you meet will fall in this group of postponement excuses—anything to delay buying. The salesman who can anticipate and handle these excuses properly will not only save himself a lot of time but also will make more sales.



Postponement excuses are perhaps the hardest objections to meet. People naturally like to avoid making decisions until forced to do so. Everywhere prospects make the same excuses, occasionally real, but usually fancied, in an effort to get rid of the salesman. As a result, the salesman will lose valuable time in following up such prospects, only to meet the same or different excuses, to find the prospect is no longer interested at all, or has bought another car.

To help you get around this particular obstacle we are suggesting several methods used by salesmen in meeting postponement excuses every day. Study them so that you, too, can close the man who says he is not yet ready to buy.

WHEN HE JUST ISN'T READY TO BUY

There is no time like *now* to buy. Pontiac never offered better value. The prospect's old car is depreciating in value right along and requiring more attention. The longer he delays in buying a new Pontiac, the more he is spending for trans-

portation and the less he will get for the old car. Inquire where prospect works. You probably have a good owner employed at that same place who will push sales over for you without the prospect's knowledge that he is actually being worked on by owner.

BETTER TRANSPORTATION

Salesmen find it better sometimes to approach the situation from a different angle. Why, after all, does a man buy a car? Surely not to get *just* transportation. He wants *better, safer or more economical* transportation. The old car has done a good job. Why tax it beyond its ability? Sometime it will fail when the prospect wants it most of all. A new Pontiac *now*—while prices are low and trade-in value good—would take this uncertainty out of driving.

MAY HAVE SPECIAL NEED

Another approach may develop if you should find out that the prospect has a long trip or vacation tour in mind. In such case, he should get his Pontiac *now*, break it in for the trip and be prepared for complete enjoyment and satisfaction.

WHEN HE WANTS TO WAIT UNTIL LATER IN THE SUMMER

If the prospect seems to be sold on Pontiac, but wants to wait until later in the summer, the chances are he feels his old car will answer his needs during the intervening period.

Probably it hasn't caused much trouble, but it may be just at the point where it is about to cost him money for new parts, battery or tires. Of all the seasons, this is when he will appreciate a new car most—with new-car freedom from trouble. He has committed himself to buying later. Show him how he will be money ahead by advancing his purchase a few months. If he trades in his car in the late summer or fall he will get a lower allowance, and in the meantime pay for repairs and not enjoy care-free driving.

SECURE PROSPECT'S PREFERENCE

Another method is to accept the prospect's wishes to postpone buying. But, with the idea of saving time and preventing going over the same details again, ask the prospect for some definite information for your files. Then ask questions that will commit the prospect to a definite proposition. For instance: Does he prefer the Custom Sedan or the Standard Sedan? Does he expect to pay cash or take advantage of the G.M.A.C. low-cost payment plan? Does he want to put some money with his old car for the down payment? Figure these things out and then make another hard drive for the order *now*. Prove that by settling the matter now, the prospect will get delivery when he wants it, have the car paid for that much earlier, and enjoy Pontiac performance and satisfaction that much sooner.

WHEN HE WANTS TO TALK IT OVER WITH HIS WIFE

The excuse of wanting to talk over the proposition at home is quite common, and often quite reasonable. Usually husband and wife and occasionally other members of the family decide such matters together.

Therefore, you should see that you have given full details to the member of the family with whom you have been talking.



Objections raised by the prospect may be objections he or she must answer at home.

Before this prospect leaves, try to get a definite committal that he or she is satisfied with the new car you have demonstrated. Find out what particular feature appealed most and then say that other members of the family

would be greatly interested in other features. Arrange then to call at the home that evening and explain the car to the rest of the family. Make another demonstration.

WHEN HE WANTS TO THINK IT OVER

Find out what the prospect wants to think over. If you have failed to make any point clear, you want to answer any questions he may have in mind.

There is no danger in making a snap decision when buying a Pontiac. It has been the choice of many thousands. Point out how Pontiac is selling in your community and refer to some well-known owners.

OTHER SUGGESTIONS

Try to get the prospect to talk freely. He may give you a cue to follow up, such as some other car he is considering, or some other dealer's appraisal of his used car.

Do not forget to make use of the tools at your command—Practical Guides to Better Selling—the Sales Album, and the "Value Comparison."

HOW TO CLOSE THE MAN WHO "CAN'T AFFORD TO BUY"

When a prospect says he cannot afford to buy a Pontiac, he may be stating either the truth or what he thinks is the truth. You should settle this question definitely in your own mind and govern your selling accordingly.

If he cannot afford a new Pontiac, sell him a used car.



In other words, when you are apparently facing the stone wall of "Can't afford to buy," walk around the obstacle, and sell the prospect something else. Don't let the prospect get away until you have made every possible effort to sell him a used car if he convinces you that he cannot buy a new Pontiac.

WHEN THE PROSPECT THINKS HE CAN'T AFFORD TO BUY

For some reason or other, there are people who, when buying something, like to appear poorer than they really are. You'll find a lot of these people among your prospects. They like the car, but think they simply can't afford to buy. In such cases, it is your business to show them that they *can't afford NOT to buy a Pontiac*.

The first step is to put down in black and white the details of the proposed transaction. You will then have something definite to talk about and you can explain how the G.M.A.C. financing plan makes buying easy and economical.

Often you will find that the prospect spends about half of the amount required for payments each month in keeping his old car going. Why not apply the money he is paying for repairs, excessive operating costs and fuel expense, tire and battery upkeep, toward buying a new Pontiac?

OLD CARS NOT ECONOMICAL

There is little economy and surely no satisfaction in driving an old car that is either causing or is about to cause a lot of trouble—hard to start, easy to stall, and quite untrustworthy. When some emergency arises, the prospect's old car may fail to function or prove inadequate to his needs for dependable, speedy transportation.

Should the prospect say that for some small expense he could have his car put in good shape again, don't fail to impress on him that such relief would be only temporary. Surely it would be wiser to invest that money in a new Pontiac and eliminate the recurrence of that expense.

EMPHASIZE OWNER SERVICE POLICY

Here it might be well to emphasize the liberal features of your dealer's Owner Service Policy. Point out how this policy protects and safeguards the prospect's investment.

If the prospect uses his car in business, you can, of course, stress the importance of driving a car that is both good-looking and dependable. Pontiac, selected by owners of the finest and costliest cars, adds to prestige, makes a good and lasting impression and serves owners uncommonly well.

Never before have there been such Pontiac values. If ever there was a "best" time to buy a car it is right *now*. In talking with your prospect you can't emphasize these facts too much. Ask for the order often.

HOW TO CLOSE THE PROSPECT WHO IS "THINKING OF A COMPETITIVE CAR"

When a prospect indicates that he is thinking of buying another make of car, a Pontiac salesman will find himself well prepared to meet this competition by using his "Comparative Data on 1932 Cars" and the Sales Album.

Use these books to talk in favor of Pontiac—not against the competitor. Instead of pointing out the weakness of the competitor, use the comparisons to show the extra value of Pontiac and its complete equipment.

A LOWER PRICED CAR

When a prospect says he is thinking of buying a lower priced car, tell him that to determine the car which costs him the least to own, he must consider the following: cost of car, plus cost of upkeep, plus cost of operation, minus value as a used car.

The first cost of Pontiac does not make it the lowest priced car but it is the finest built and equipped car in its class and we believe it has the lowest upkeep and operating cost of any car you can buy. At the same time, it has a high resale value. This has been proved by the increase of Pontiac sales over a period of years and by large corporations operating fleets containing many Pontiac cars.

A LARGER CAR

When the prospect says he wants a larger car, tell him that a larger car will cost additional money which he could



undoubtedly use for other purposes. It costs more to operate because it requires more gasoline, oil and service.

The depreciation on the higher priced car is usually heavier. The extra money expended for a large car, the additional cost of upkeep and operating will pay for many miles of good service in a quality car like Pontiac. Here is a chance to show the extra value in the Pontiac—large engine, exceptional acceleration, ride control, synchro-mesh transmission with quiet second and selective free wheeling—all the important developments used in the largest and highest priced cars.

LIKES A PARTICULAR COMPETITIVE MAKE

When you find a prospect is not sold on Pontiac, often it is because he is more impressed with some competitive make. When this is the obstacle between you and your prospect, welcome the opportunity to compare the other car with Pontiac. Check the general appearance of the two cars, their engines, chassis, bodies and features, such as ride control, synchro-mesh transmission with quiet second, selective free wheeling, Bendix brakes, cross-flow radiator, fuel pressure lubrication, rubber cushioning, 3 jet carburetor and automatic heat control.

Your construction and specification booklet, "Value Comparison" and "Comparative Data on 1932 Cars" give you all the information you need to make the comparison.

In all cases be sure to check cash delivered prices with full equipment, including five wire wheels, bumpers, spring covers, etc., also financing charges. Invariably, you will find that the difference between time delivered prices will work out even more in your favor because of the low cost of G.M.A.C.

HOW TO CLOSE THE MAN WHO "HAS MECHANICAL OBJECTIONS"

WANTS A FOUR CYLINDER CAR

The best way to make a comparison between the Pontiac Six and a four-cylinder car is to demonstrate Pontiac's inherent six-cylinder smoothness under all driving conditions. Your prospect's attention should be called to the care taken to balance Pontiac's smooth six-cylinder engine, and how effectively the Pontiac engine and chassis are cushioned with rubber.

A six-cylinder engine, because of its more frequent power impulses, is naturally smoother than a four, just as a four is smoother than a two-cylinder engine. Then, in addition, Pontiac's engine is mounted in live rubber which insulates it from any metallic contact with the frame. Point out that Pontiac's six-cylinder smoothness is further increased by the rubber cushion driving hub at the rear of the transmission which applies the power to the drive-shaft in a smooth even flow.

Another thing which makes Pontiac's six-cylinder engine smoother is the accurate weighing and matching of all six assemblies of pistons, pins and connecting rods. This definitely assures that these parts in each engine are in correct balance. Also, the crankshaft is counterweighted and equipped with a Harmonic Balancer. These features, which make Pontiac's six-cylinder engine smooth, quiet and permanently free from vibration, have been *proved* in the hands of thousands of owners.

Fuel economy is one of the advantages claimed for the four-cylinder cars. Tests made with the Pontiac Six and with

competitive four-cylinder cars at various running speeds and using standard stock cars show Pontiac Six fuel economy equal to that of the four.

Compare the entire Pontiac chassis and body with those of the four-cylinder cars and bring out the many points in which Pontiac gives extra value. Some of these are:

Larger car, more room for driver and passengers.

Longer wheelbase and Fisher hardwood and steel body—more comfortable.

Ride control with adjustable hydraulic shock absorbers.

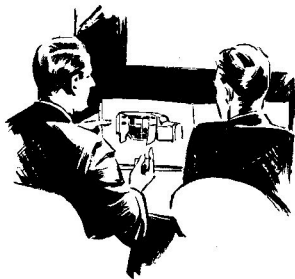
Rubber cushioning at 47 points on the chassis—easier riding.

Syncro-mesh transmission with quiet second.

Exclusive Cross-flow Radiator which practically eliminates evaporation and loss of anti-freeze.

More powerful motor with two more cylinders and two more pistons that are electro-plated with a low friction bearing metal, and many other extra value features essential to the long life and economical operation of the car as well as to the comfort and convenience of the owner.

WANTS ALL-STEEL BODY



Fisher bodies are of composite wood and steel construction because that is the only type of automobile body construction which gives maximum strength, resiliency and safety.

Fisher has applied tests to the composite wood and steel bodies compared to the all-steel type of

body. These tests have proved, beyond any doubt, the vast superiority of composite body construction—the construction in which steel reinforces the wood and the wood reinforces the steel.

In one test, for instance, the strongest and best all-steel body was selected, as compared to a Fisher Sedan body of composite construction, selling at the same price. These two bodies, inclined at a 45 degree angle, had 9000 pounds pressure applied to the upper right hand roof rail.

Under this load the all-steel body deflected a total of 11 inches. All door and window pillars were buckled and the body was damaged beyond repair.

On the Fisher body of composite construction, there was a deflection of only 4 inches. All doors remained true in their frames and could be opened and closed without any difficulty.

Such tests conclusively prove that a body of hardwood and steel construction is stronger and subject to only about one-third the deflection of an all-steel body.

Due to the use of hardwood reinforcement in Pontiac Fisher bodies, they do not develop drumming noises, which are common to all-steel bodies.

WANTS A STRAIGHT EIGHT

The question of straight eight vs. V-eight is a subject of considerable discussion. It is true there are certain advantages in both types; however, we believe those in the V-type construction outweigh those of the straight eight. Let's enumerate several of the important advantages of the V-type design which we use.

1. Eight cylinders in V-type take less space, thereby allowing more room on the chassis for body.
2. Provides ample space for the water jacket both around the valve seats and around the cylinders, because it is not necessary to crowd cylinders together in order to provide room for the body on a given wheelbase.
3. The firing order is arranged in the V-8 so that no two cylinders in the same bank are fired in succession. This eliminates any tendency to "starve" certain cylinders, due to the successive firing of two cylinders which draw gas from the same branch of the manifold.
4. It permits the use of a short and extremely stiff crankshaft which has no torsional vibration period within the speed range.
5. The center of gravity is lower because of the 90 degree inclined position of the cylinders.
6. With V-type design it is possible to place the valves in a horizontal position directly over the cylinders and to make them easily accessible.
7. The two cylinder groups are a single casting of grey iron, which makes the crankcase extremely strong and rigid. The heavy bearing supports in this design allow the crankshaft to be carried well up in the center of the crankcase which is also a distinct advantage.
8. Another advantage of the V-8 design is that it permits the use of fewer and larger bearings.

Study these and other advantages of the V-8 as given in the construction and specification booklet and be able to make a strong and convincing sales talk to your prospect who tells you he wants a straight eight.

WANTS HYDRAULIC BRAKES

The highest priced automobiles being built today are using mechanical brakes because they are more dependable. In 1931, more than 85% of all new cars sold were equipped with mechanical brakes.

Hydraulic type brakes are subject to possible failure of the oil lines or cylinder; when such failure occurs, there is a total loss of braking action.

WANTS SIX-PLY TIRES

Experience has proven that four-ply tires will give from 15 to 20 thousand miles of dependable service. However, if the prospect still desires six-ply tires your dealer can supply them at slight extra cost.

WANTS SHATTER-PROOF GLASS

Good dependable brakes—a strong sturdy frame—and a composite hardwood and steel body are essential to the safety of the car owner and his family. Above everything else, a car owner wants these things in his car; then if he wants shatter-proof glass it may be installed at slight extra cost.

HOW TO USE G.M.A.C. TO OVERCOME OBJECTIONS



OBJECTION: *I have been offered more than that for my car.*

ANSWER: Mr. Prospect, in many instances G.M.A.C.'s low rate, as compared to the rates of other finance companies, means a saving of more than the difference in the appraisal. Let's compare our figures with your other offer.

(Salesman should obtain local rates of other finance companies to be able to make effective comparison.)

OBJECTION: *I can't afford a new car now.*

ANSWER: By the way, how much did you pay a month on the car you're driving?

(If this objection is raised early in the sale and the prospect's answer indicates he can meet the regular monthly payments, just proceed and use the information later when closing the sale.)

(If raised when attempting to close the sale—and answer indicates he can make regular payments, then say:)

Your payments on this new Pontiac will be only \$_____ per month. Just OK this and we'll get your car ready for delivery.

OBJECTION: *I can't pay that much down.*

ANSWER: Well, Mr. Prospect, I know your credit is good. If

we'll see Mr. Dealer, I feel certain he can make a special arrangement through G.M.A.C. to take care of you.

(Take prospect to dealer and explain his position.)

OBJECTION: *I can't pay that much a month.*

ANSWER: Mr. Prospect, since you have decided on the Pontiac, I'm sure we can arrange satisfactory terms through G.M.A.C. Just come in and we'll talk to Mr. Dealer.

OBJECTION: *I'll wait until I can pay it all in cash because I never buy anything on time.*

ANSWER: Just to give me an idea as to how long that might be, let me ask you—about how much cash do you have available for the purchase of your new car now?

(Usually the amount of cash plus the prospect's old car will represent such a large down payment that the monthly payments will be small and you can continue as follows:)

Well, you know, Mr. Prospect, there really isn't any reason why you should not start right now to enjoy the satisfaction of having this new car because your monthly payments will only be about \$_____ per month and that, no doubt, is less than the amount you would be putting away each month while waiting. You can't go wrong because over six million people have bought cars on the G.M.A.C. plan. Just let me have your name here, please.

OBJECTION: *We're thinking of moving away and I don't want to have to send my payments back here.*

ANSWER: Mr. Prospect, if you are thinking of moving away that is all the more reason why you should buy your car here

before you go. You see, you are well known here and we can no doubt finance the purchase of your car without any question. When you move to a new place, it is always more or less necessary to re-establish your credit or go to a lot of trouble that would be unnecessary here.

OBJECTION: I'll wait until pay day, so my payments will come due when I get my salary.

ANSWER: It's a good idea to have your payments fall due at the time when you get your salary. I'll take care of that for you. When do you get your salary? (Most prospects receive their salary either weekly or twice a month. Then you can say) "I will have your payments fall due on _____date." (You should arrange to have the first payment fall due just as near one month after the sale as possible. This is a privilege G.M.A.C. is willing to grant as long as it is not abused.)

OBJECTION: I can get more for my old car.

ANSWER: Yes, possibly you can, but in addition to the many extra values which I have shown you in our car, I want to tell you about a special feature which is included in our G.M.A.C. Time Payment Plan.

You will receive an insurance policy provided by General Motors' own insurance company. In addition to the usual fire and theft insurance, it protects you against loss to your car from collision. Experts say that today there is three times the need for collision insurance as there is for fire and theft. Then, in addition to this, it includes protection against damage to your car from many other accidental causes, such as flood, earthquake, cyclone, hail, riot and falling aircraft.

OBJECTION: One of my neighbors told me he received a nasty letter from the finance company when he was only a little late on his payments.

ANSWER: Did he tell you how many letters he had received? The reason I ask this is that when payments are not made on time, the owner usually receives a courteous reminder and a request if he is unable to pay, to explain why. Naturally if the finance company receives no reply at all from an owner, it makes the succeeding letters stronger. Your neighbor may have been exaggerating a bit when he said he received a "nasty" letter, but possibly he hadn't replied to several other letters the finance company had sent him. I'm sure you would agree that any individual who refused to reply or to offer any explanation at all when he was delinquent in his payments, should receive a different kind of letter than would otherwise be sent him. When you buy on the G.M.A.C. plan you know you can expect considerate treatment because G.M.A.C. is a unit of General Motors and is interested in having you purchase another General Motors product when you have finished paying for this one.

OBJECTION: How does this rate of interest compare with what I would have to pay the bank?

ANSWER: Mr. Prospect, the service you get from the bank is entirely different from the service you get from G.M.A.C. The bank merely loans money on a note which is usually paid back in one amount. But G.M.A.C. arranges the payments on a monthly basis to suit the purchaser. In addition G.M.A.C. gives complete insurance protection.

OBJECTION: I don't want collision insurance.

(This objection will rarely be offered except by people who have the idea that collision insurance is very expensive and who have never met with any serious accidents.)

ANSWER: I'm glad you brought up that point because I want to tell you why collision insurance was included in the G.M.A.C. plan.

Did you know that today there is three times the need for insurance against damage to your car from collision as there is against damage from fire and theft? For several years finance companies have included fire and theft insurance as a part of their time payment plans. G.M.A.C. has taken a very important step forward by including collision insurance and it is all taken care of in the down payment and monthly payments which I have just quoted you.

Then, in addition, the G.M.A.C. plan protects you against damage to your car from many other accidental causes, such as flood, tornado, earthquake, hail, riots and falling aircraft. It may interest you to know that according to insurance records, 50,000 cars were seriously damaged in 1930 from these accidental causes such as I have just mentioned and without including collision damages. So you see these very valuable insurance features offer you an outstanding advantage in buying one of our cars on the G.M.A.C. plan.

OBJECTION: I don't want to use G.M.A.C.

ANSWER: When this objection is raised, you can readily show the prospect three or four advantages distinctly in his favor:

(1) It costs the prospect less. (2) He is dealing with a unit of General Motors and they will protect his interests as a customer. (3) His insurance coverage is furnished by a unit of General Motors and not an uninterested insurance company. (4) In case of theft, it is not always necessary to wait sixty days to repurchase transportation.

General Motors' policy is to maintain good will; therefore, a customer, dealing with their units, is always assured of fair treatment.

CLOSE THE NEW CAR SALE, THEN SELL THE APPROVED ACCESSORIES

Always close the new car sale first—then sell Pontiac's approved accessories. Many purchasers will desire special equipment to add further to their comfort and convenience.

Pontiac's approved accessories enable the retail salesman to offer his customers the type of special equipment they desire at the lowest possible cost.

All approved accessories are exclusively designed to harmonize with the car and are carefully constructed of quality materials.

Your dealer will no doubt have two or three special groups of accessories and will supply you with a list of the items contained in the various groups. When you receive this list, study the outstanding features of each item.

In talking accessories, whenever possible, take your customer to the car that is equipped with the particular group you think he is interested in—point out their advantages and emphasize the low price of the entire group.

Increase your earnings by selling more of Pontiac's approved accessories.