

**MORE
SELLING**
Needed

!

This Booklet Supplements
THE SLIDEFILM
MORE SELLING NEEDED
which is part of the
1946
CHEVROLET PRODUCT TRAINING KIT

Old Online Chevy Manuals

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CHEVROLET MOTOR DIVISION
GENERAL MOTORS CORPORATION

IT TOOK

**AGGRESSIVE SELLING
TO PUT CHEVROLET IN
FIRST PLACE DURING
TEN OF THE LAST ELEVEN
CAR PRODUCTION YEARS**

More

**AGGRESSIVE SELLING
IS NEEDED
TO KEEP THAT
LEADERSHIP!**



**TO SELL CHEVROLET
In 1946 We Must Know**

How

**TO SELL EVERY
PROSPECT
ON *Us*..**



and

How

TO SELL

EVERY PROSPECT ON *CHEVROLET!*



**IT'S MORE IMPORTANT THAN
EVER BEFORE TO KNOW *How*
TO DO THESE TWO JOBS
EFFECTIVELY!**

Here's How TO SELL EVERY PROSPECT ON

SELL EACH PROSPECT
IN TERMS OF HIS
REQUIREMENTS

APPEARANCE

COMFORT

PERFORMANCE

SAFETY

ECONOMY

DURABILITY



the **1946 CHEVROLET!**

SELL APPEARANCE

Convince every prospect that the new 1946 Chevrolet is "The Beauty Leader."

SELL ENGINEERING

Backed by General Motors' vast resources, and point out that every engineering improvement is tested on the General Motors Proving Ground.

SELL RESEARCH

And the fact that Chevrolet has full benefit of General Motors unequalled research and experimental facilities.

SELL LEADERSHIP

That is proved by the fact that there are more Chevrolets on the road today than any other make.

Present **ALL FEATURES,**
but SELL FIRST THE FEATURES
WHICH CONTRIBUTE TO THE
PROSPECT'S CHIEF REQUIREMENT

**SELL EVERY PROSPECT
ON THE PRACTICAL
ADVANTAGES HE GETS
ONLY IN THE CHEVROLET!**

SPECIAL QUESTIONS

WHEN THE PROSPECT ASKS . . .

● ***When Can I Get a New Car?***

Give a straightforward answer based on (1) the rate at which cars are being received by your dealership (2) number of orders accepted (3) delivery plan in effect at the time.

● ***How Much Will You Allow on My Old Car?***

While an appraisal is being made, continue selling Chevrolet advantages! Answer the prospect's objections and sell the appraisal.

Then you're ready to close the sale.

AND OBJECTIONS

WHEN THE PROSPECT SAYS . . .

● ***I Can Get Another Make a Lot Quicker***

Find out what make he has in mind . . . and then bear down hard on the Chevrolet advantages he wouldn't get in the other car.

● ***I've Got To Have a Car RIGHT NOW!***

Sell the prospect on reconditioning his present car, or perhaps trading it in on a good used car while he's waiting for his new Chevrolet.

ASK FOR THE ORDER!

GET THE ORDER!

OUR SUCCESS IN 1946

DEPENDS ON *How* WE SELL
OUR PROSPECTS ON *Us!*

and . . .

How WE SELL OUR
PROSPECTS ON

CHEVROLET!

NEVER FORGET A CUSTOMER
. . . *and* NEVER LET A
CUSTOMER FORGET YOU!