

OPPORTUNITY UNLIMITED

in
**EVERY NEW
CHEVROLET
OWNER**

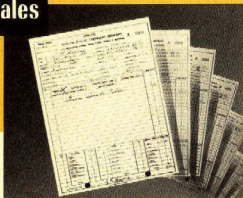


**THE SIGNED
ORDER . . .**

**Is It the
End of a Sale?**



or
**Really the
Beginning of
Many More Sales**



It's mostly up to us in the Service Department to make every new owner a steady and satisfied *customer*. Each new car sale offers us unlimited opportunity to keep the friendship and confidence of the new owner in Chevrolet and our dealership. And that means more service business.

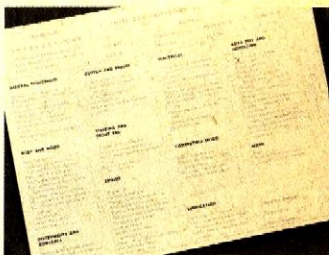
OPPORTUNITY

Getting the Car Ready for Delivery

Every new car buyer expects to get his new car in tiptop and sparkling condition. We have an opportunity to start him off, feeling right about Chevrolet and our dealership Service Department by seeing to it that he gets what he expects—a shining, gleaming new car in perfect mechanical condition.



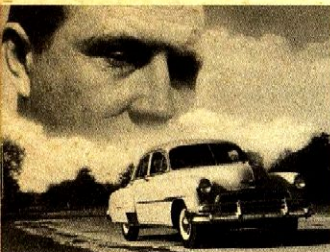
It's easy if we just follow Form S and M 22. This simple and practical check list will help us make sure that everything is taken care of.



When the car is delivered is an excellent time for the Service Manager to be introduced, so that he can remind the new owner to come in for his 500-mile oil change and also invite him to come in at any time if anything isn't perfectly satisfactory.



OPPORTUNITY Service During the Break-in Period



During the first three or four hundred miles of driving, the new owner is supersensitive to every rattle or imperfection that might show up. SO—

—when the owner comes in for his five hundred-mile oil change, or even before that, let's be sure to take care of anything that he feels needs attention. Don't try to put him off for the 1,000-mile inspection, or he'll have a chance to build up a minor irritation into a major resentment against his new Chevrolet and our dealership.

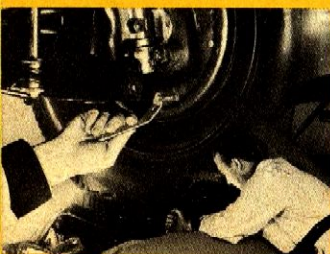


OPPORTUNITY 1000-Mile Inspection and Adjustment



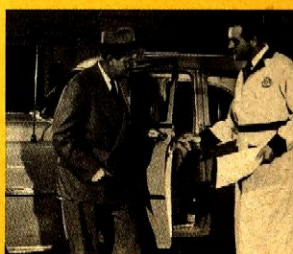
■ Make sure that the 1,000-mile inspection includes correction of all the items on the owner's list.

■ Then have the car ready when promised—as promised, clean as a whistle and as close to perfection as possible.



■ Then make all other necessary adjustments—brakes, motor tune-up and so on. The owner is entitled to them and, as a matter of fact, has already paid for them in the price of the car.

■ And when the customer picks up his car, the service salesman or Service Manager should explain what work has been done—with particular attention to the customer's own items.



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Service During the Break-in Period



■ The warranty period—the first 90 days or 4,000 miles—gives us another fine opportunity to keep our new owner's friendship if anything goes wrong with his car.



■ Let's take care of his complaints promptly and *without* argument.



■ Chances are that he'll tell his friends what nice folks we are—and he'll come back to our dealership for all his needs—service, accessories, or his next new car.

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Profitable Service From Here On In

■ The end of the warranty period is not the end of our opportunities to keep our owner's friendship. The period that leads up to the next new-car sale brings the acid test of our friendly relations with each customer.

■ The finest workmanship, courtesy and friendliness each time the owner comes in will keep him proud of his Chevrolet and happy to do business with *our* dealership. Every day brings him closer and closer to his next new car. If we've done our job right—

■ —he'll buy that next new car from *our* dealership—we'll be all ready to serve him again—and we'll keep him firmly cemented to our dealership for years to come!



