

THE FORD



# CREST NEWS

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## Selling the New Mustang



See  
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added: "The Mustang has brought in a lot of people we wouldn't have seen otherwise, including many owners of other makes. While it's still too early to see a definite pattern, we've been getting cars like Austin Healey, Chevy and Corvair in trade . . . looks as though the interest in Mustang will stay high for some time among competitive-make owners.

"We've been getting a lot of play among Corvair owners, especially. Those who have stopped in usually can see right away that the Mustang is a much better car. Our strongest selling points are the Mustang's European-like styling, economy, more power, wider choice of engine and transmission combinations, and also more 'extras' that are standard equipment on the Mustang."

#### *Six a strong seller*

"Also, we usually don't have to move these people up to more expensive engines and transmissions to get enough performance to satisfy them. Our six-cylinder engine with standard transmission easily out-performs other sixes, including Corvair's. This is one of the biggest reasons I prefer to demonstrate the six-cylinder model. Besides being able to quote a lower price, I've got a real surprise for my prospects in the engine's fine performance—people can't believe it until they try it. On test drives I have prospects ac-



*Selvey, right, talks seat belt safety*



*Plenty of power under the hood*



*Selvey carefully helps customer select right combination of options, equipment*



*With Mustangs still in short supply, Selvey frequently interests Mustang prospects in other sporty Ford models, such as the Galaxie 500 XJ convertible*



*Among the selling points which Selvey stresses when moving prospects up to the more expensive Galaxie are the car's greater room and its luxury appointments*

## Person, Purpose and Purse

*Qualifying his prospect on these three points is the selling plan that carried Bob Griffiths to Top Hatter ranking in less than two years*

by H. A. POLONUS

LESS THAN TWO YEARS ago, Bob Griffiths sold his first Ford "in the shade of a sycamore tree" for Williams Ford in Montgomery, Ohio, a Cincinnati suburb.

Yet he earned "Top Hatter" honors for 1963 with sales of 230 new cars and trucks and 95 used units.

Formerly an overseas service engineer for General Electric, Griffiths said he became a Ford salesman "while dealer Bob Williams was using the sky as his roof and an old house trailer as his office, during construction of his present facilities. The same basic techniques I learned then are still paying off for me."

He attributed his sales success mainly to three things:

- Knowledge of Ford and competitive products, gained from Ford comparison reports and dealership training sessions;



After relaxing the prospect, Griffiths

- Taking a genuine interest in prospects' transportation requirements and spacing units to fit their needs and finances;
- Use of the Black Book, a weekly used car value guide, to fit prospects for the right trade.

### *Product knowledge . . .*

"Product knowledge is something every salesman must have," Griffiths said, "especially in today's market. Competition is tough, but our cars and trucks have many advantages to offer over competition. A salesman has to talk about those advantages with authority and enthusiasm to convince a shopping prospect that Ford is a better buy.

"Prospects also have greater confidence in a salesman who obviously knows his job. For these reasons, I try to learn as much as I can from material supplied by Ford and from promotional ideas developed in the dealership.

"There are many ways a salesman can tie-in his efforts with a dealer promotion and learn from it. An example, in my case, was a used-car pro-



asks him to take demonstration ride—"a sure way to show product advantages"

motion we had early this year. The dealership bought 20 executive cars (1963s) from Ford and launched an advertising campaign which referred to the dealership as "Little Detroit".

"We spotted a number of '64s among the executive cars on the used car lot and went after volume sales. The promotion and the training that went with it were designed to overcome the usual early-year slump and to inspire the sales staff. Bob Williams' enthusiasm rubbed off on all of us and we all moved cars, both new and used."

### *Spacing units . . .*

Regarding the spacing of units to fit a prospect's needs, Griffiths said: "I never rush this phase of selling. I try to get the prospect to relax, talk freely about his interests and how he will use his car or truck. I get this information by informally talking about such matters as the man's family, his business, who will drive the unit, and whether it will be used on the job or for family pleasure. I also try to get a good idea of his financial position.

"In other words, I learn three things in order: *person, purpose and*

*purse.* When I know these things, I usually can put the prospect into a unit that fits his purse—plus his needs and desires. I never try to oversell a prospect on model and optional equipment. He won't be satisfied for long if he buys a unit that meets his needs but is too much for him financially."

### *Used car guide . . .*

When closing a sale, Griffiths said the Black Book is his ace in the hole:

"This guide reaches the dealership every Monday morning with complete prices on all cars sold at auctions in the Cincinnati area the week before. With it, I get a good idea of what a prospect's trade-in is worth, even before the appraisal. By showing him figures in the Black Book, plus pointing out some of the deficiencies of his trade-in, I can condition him to an acceptable trading level.

"I try to clinch the sale with a statement like this: 'If I can get you a trade-in allowance in the neighborhood of the figure quoted in the Black Book, will you buy?' You'd be surprised how often the answer is 'Yes'."

*In this issue:*

## Selling the New Mustang

SEVERAL SPECIAL ARTICLES and a "round-up" salesman survey in this issue of FORD CREST NEWS reflect today's tremendous buyer response to the new Ford Mustang and how salesmen are making the most of it. They also describe how salesmen have been overcoming the temporary problem of "more buyers than cars" and their techniques for building a Mustang clientele to keep sales moving briskly for months to come.

Reading these features, you'll find information and ideas that may be readily adapted into your own selling methods . . . help you make new inroads into today's youth-minded market.

*And what a market it is!*

When the new Mustang went on sale in April, it drew the most enthusiastic public response to a new automobile since the introduction of the Model A. With its sleek styling, precise handling, attractive price and ample room, it filled a need created by a growing segment of the motoring public that demands a "youthful", yet sensible, "fun-type" car.

Since then, eager prospects have continued to flock into dealer showrooms to see, drive and buy this new car. Salesmen have found the Mustang easy to sell and a valuable asset for conquest sales. It also has generated floor traffic to move other models—helped to build a greater image of "Total Performance" for all Ford models.

Now that Mustangs are becoming more plentiful, there are even greater opportunities to build business through intelligent merchandising of this new model. With the boost given by the Mustang, the sales outlook for the months ahead is brighter than it has ever been before. Read, now, what other salesmen are doing to capitalize on this new potential. ■



*Sure way to sell Mustang, says Top Hatter Max Selvey, is on demonstration ride*

## "I'm Glad the Mustang Is Ours"

*Top Hatter Max E. Selvey*

*explains how he sells this sporty new car*

*by STEVE JACOBS*

THE TREMENDOUS DRIVING power of the new Ford Mustang and its many selling advantages over competitive models prompted Indiana Top Hatter Max E. Selvey to cheerfully comment

recently: "I'm sure glad we've got it to sell, instead of competition!"

Selvey, who earned the Top Hatter award in 1962 and 1963 at Albany Sales and Service, Inc., Albany, Ind.,



... sedate college professors. Another salesman here even sold one to an 81-year-old man! Everyone loves it!"

#### For "switch sales"

"Because of the tremendous public response to the Mustang, we often can't meet demands for quick delivery. But with our wide product line, the Mustang makes a terrific 'switch' car. It draws prospects into the dealership . . . can be used to move them into more readily-available cars, such as a sporty Falcon, or, if their economic situation allows it, up to a Fairlane or Galaxie."

Gilbs emphasized that, in selling the Mustang, which can be tailored to so many performance or luxury levels, or in switching the prospect to another model, it's important to sell "according to what the person can really afford."

"I try to figure monthly payments within a few dollars of what the customer is paying on his present car," Gilbs added. "By making a sincere effort, right from the start, to keep the payments within the customer's budget, he feels at ease and develops confidence in me. This way, he's more likely to buy from me again. I've been a car salesman long enough to know that you just can't get along without repeat business."

Gilbs has been at this Richmond dealership for 17 years, "because the

grass is never greener than where you are." Of his sales last year—118 new cars and trucks and 107 used units—Gilbs estimated that at least 75 per cent were repeats or referrals.

#### Always an order blank

"I always carry an order blank in my pocket," he continued, "but I seldom try to close a sale until I get the prospect seated in my office, his office, or at his home. I make out the order blank and, if he doesn't sign it,

I still keep it on file for a friendly, but persistent, follow-up."

Gilbs is active in local fraternal groups—looks for sales leads in all his outside activities. He also buys advertising space each year in the area high school yearbooks, printing his name, dealership, and phone number, to attract youthful prospects.

"I know these youngsters remember three messages," he said, "because they ask for me when they drop into the dealership." ■

#### After five years—

### Conquest Sale With a Switch

JOSEPH A. TATAR, a 1963 Top Flatter and 500 Club member for nine years at Whalley Ford Sales, Windber, Pa., related this experience as an example of how the Mustang has helped him move other models and make conquest sales.

"I had one prospect who was particularly hard to convince. In fact, I had been trying for five years to sell this man a Ford," Tatar said recently. "But each time, I lost him to Chevrolet.

"This year, he was going to buy a Corvette Sting Ray . . . until I showed him a Mustang. After driving it, he decided he'd like a Mustang with the '289' V-8, but insisted on delivery the following day.

"I couldn't locate a Mustang to fit his requirements, on such short notice. However, I did find a Fairlane 500 sport coupe with the high-performance '289' and four-speed transmission. When I told him I couldn't get a Mustang, he just about walked out the door.

"Finally, I persuaded him to test drive the Fairlane. After only two miles on the road, I couldn't get him out of the driver's seat! In fact, he drove the car back to our dealership himself to make sure no one else had a chance to buy the car! Thus, I finally got him out of the Chevrolet and into a Ford . . . thanks, really, to Mustang." ■

# Top Hatters Tell Who Is Buying Mustang and Why They're Buying It

by STEVE JACOBS

*Bob Kortsch, 41, a typewriter salesman before he joined Kayser Motors, Inc., Madison, Wis., 14 years ago, has qualified for the 500 Club every year and earned Top Hatter honors five times.*



*Andrew "Andy" Baker, 50, has earned 500 Club membership all nine years he has been at Ace Motor Sales, Inc., Woodbury, N. J. He previously was a Lincoln-Mercury salesman for 10 years, earning L-M Inner Circle honors three years.*



*Paul Creager, 43, who switched from selling Chevrolets only two years ago to join Warner Knoll Ford, Inc., West Milton, Ohio, has qualified for the 300 Club both years.*



WITH INTEREST in the Ford Mustang so high among buyers and salesmen, the editors of FORD CREST NEWS asked eight 1963 Top Hatter salesmen how this new line is being received by their customers. (All the salesmen interviewed have been impressively successful as Ford salesmen—their monthly sales range from 26 to nearly 50 units.)

This is what these Top Hatters had to say in reply to six questions regarding their merchandising of the new Mustang:

1. *What Mustang features and advantages appeal most to your customers and how do you highlight them?*

**KORTSCH:** The Mustang's biggest selling point is its sports car appeal combined with a price considerably below the cost of sports cars of comparable performance. The sharp styling and quality finish of the interior and exterior are going over big, too. Since I'm fairly familiar with foreign sports cars, I stress comparison with Mustang and the extra features Mustang offers for the low price.

**CREAGER:** The features most liked are the good looks, four-passenger room combined with sports car flair, and the car's adaptability as anything from an economy car to a race car. I highlight all these features, price the car just as prospects ask for it, and then suggest additional options.

**BAKER:** My customers tell me they like the Mustang because it is different from any other car they have ever seen. The low price also pleases them. Still, they all ask for discounts. But after I explain to them that the Mustang is a 1963 model, they settle down.

**OYLER:** The sports car features are the biggest selling points. It's the first American sports car in a price range the average person can afford. And, of course, it also can be sold as a family car.

**WHITNEY:** Mustang's low price, styling and wide choice of equipment are the big points.

**TATAR:** The sporty appearance of the Mustang has the greatest appeal

to the public. Also, we can fill the needs of almost any customer with the many engines, transmissions and optional equipment available.

**SMITH:** The foreign car styling is the most talked-about feature. Other popular points are the ease of handling and the low price for such an expensive looking car.

**VON STAATS:** My customers like the Mustang for its sports car flair, true bucket seats and personalized appeal. They also like the Mustang's economy, and are especially impressed when I point out all the standard features of the Mustang which are "extras" on other cars.

2. *How are you, as an individual*



Goff gives new Thunderbird owner a sendoff—along with two business cards

Goff averages 17 new car sales a month . . . about half of them to repeat customers and referrals. Most of the latter are obtained through his mailing program and from bird dogs—he makes a point of asking his customers for referrals.

#### *Solves service problems*

So his customers will remain satisfied, he asks them to let him arrange service appointments for them. "I explain to each customer that this makes it more certain a mechanic will

be able to work on his car right away and I'll be able to loan him my demonstrator for the day. Even when a customer becomes unusually vocal in his complaints, I still try to be a good listener and do my best to solve his complaints."

While he works long hours on the job, Goff makes an effort to get away on Sundays for fishing. He also takes a full week off each summer for an extended fishing trip and two additional one-week vacations in the fall to hunt pheasant and deer. ■

## While There Are More Mustang Customers Than Mustangs . . .

*Texas salesman C. G. Upton tells how he copes  
with a situation many salesmen have been encountering*

by **BOB COLLIN**

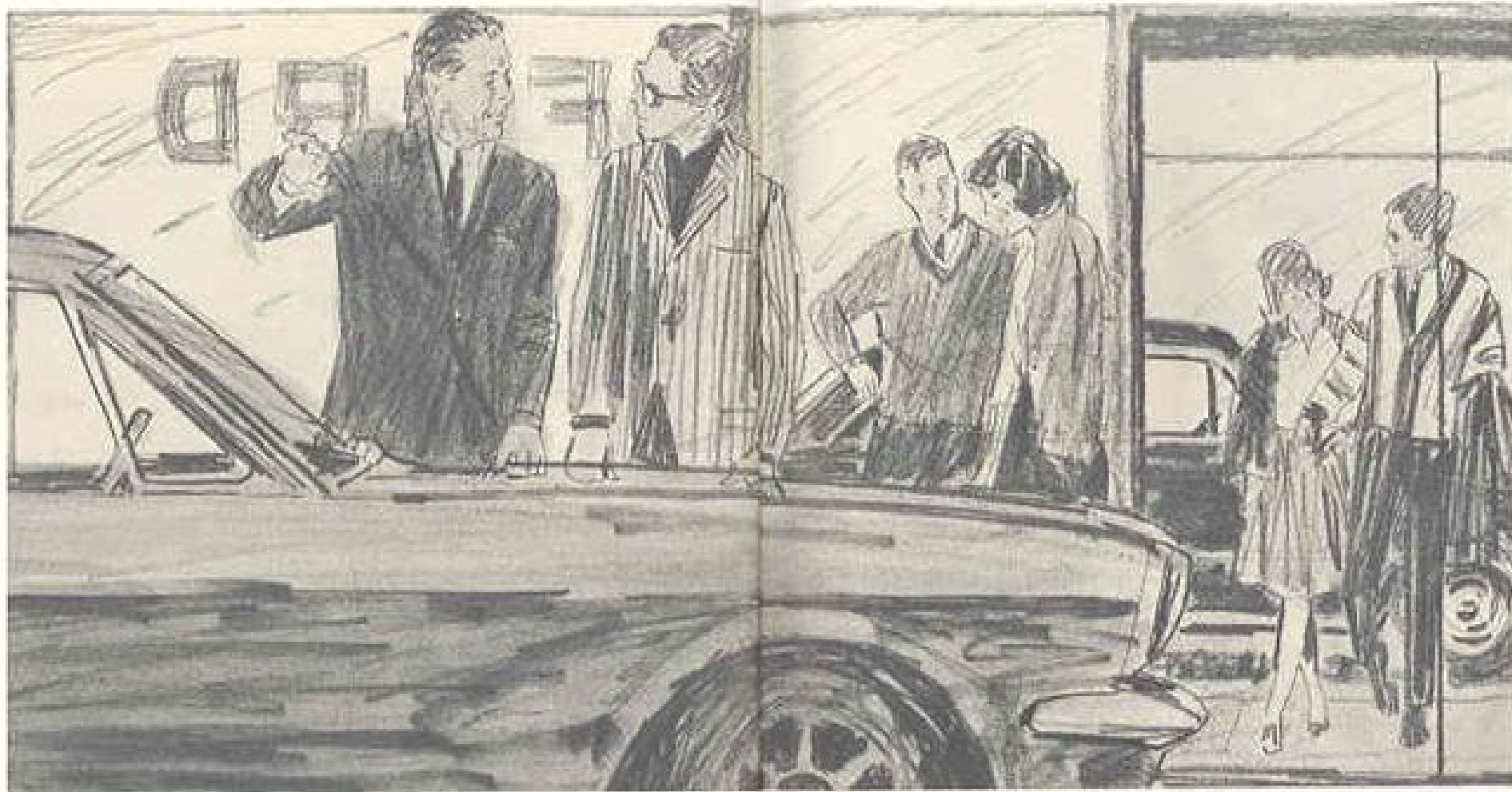
CUSTOMERS MAY BE disappointed when they find they can't get fast delivery on Mustangs, but this doesn't have to mean lost sales, according to C. G. Upton, Tipton Ford, Inc., Nacogdoches, Tex.

"I never like to see a prospect walk," said Upton, who sold 150 cars

and trucks last year. "Even when a man says he'll come back after Mustangs become more plentiful, it bothers me, because I feel my chance to sell a car may be going out the door. So I try to switch him to another sporty model, such as a Galaxie 500 two-door hardtop.



Many Mustang prospects can be sold on Galaxie, says salesman C. G. Upton, left



"This usually isn't hard to do, because I can point out increased passenger space and more trunk room as the 'extras' a little more money can buy.

"If a prospect's a real dyed-in-the-wool Mustang fancier and nothing else will do, I make sure to get his name and phone number so I can call him as more of them become available," Upton continued. "If possible, I try to take him out of the market by asking for a deposit."

One of the dealership's top salesmen, Upton made good use of the Mustang introduction in Nacogdoches. The town is the home of the Steven F. Austin State Teachers College and hundreds of students came to the dealership for a look at the new Ford car. Upton carefully recorded their names and addresses and is now sorting out the genuine leads among them.

Upton feels proper qualifying is among a salesman's most important jobs. "When I start to discuss a pos-

sible sale with a new customer," he said, "I do all I can to find out as much about the man and his trade-in as possible. His income, the condition of his present car, how much is still owed on it—these are all vital factors in determining how I'm going to handle the deal. Once I qualify a customer, I start my real sales job."

#### *Concentrate on one unit*

"It's always better to settle a prospect on one car and sell that unit hard.

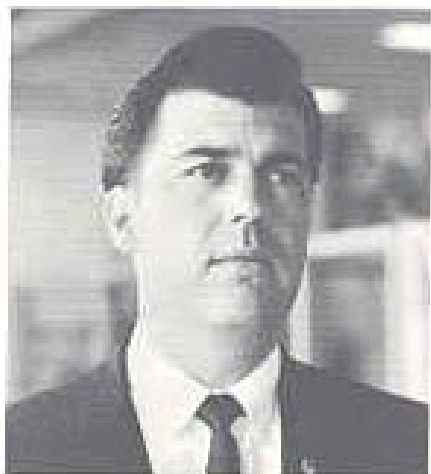
Jumping from model to model only confuses the customer and defeats your purpose. I build a man's desire for a unit in stock, then work to close the deal in the standard point-by-point manner.

"I lean heavily on the demonstration as a top selling tool. The '64 Ford is a 'silent' salesman in every sense of the word. To take liberties with an old saying, one demonstration is worth a thousand words. It has to be every salesman's most important tool." ■



## Young Marrieds Are Eager

*Salesman Jerry Goff says they know what they want, buy*



GOFF: "Young people . . . buy fast"

*by J. S. De FOREST*

SALESMAN JERRY GOFF is finding a prime market for Mustangs among young married couples.

A 500 Clubber for all the six years he has been at Harold Parmer, Inc., in Birmingham, Mich., Goff commented: "The Falcon Sprint and the Galaxie 500 two-door hardtop continue to have great appeal for young married people, but the Mustang really is getting their most enthusiastic attention at the moment.

"Once they're in the market for a new car, it doesn't take these young

## Mustang Buyers

*just, and are willing to pay for what they want*

people long to make up their minds . . . and they have a good idea what they want, by model and equipment. When they choose a Mustang, that's exactly what they want and they don't argue about paying list price to get it."

### *Enthusiastic buyers*

"Because they buy fast, it's easier to sell to these young marrieds . . . and pleasant, too. Usually, it's the first new car they've bought together. They get a big thrill from it. And their enthusiasm rubs off on me . . . helps me

do a better job of selling and giving service later."

Once he sells these new customers, Goff maintains contact with them, hoping to keep their business for years to come. His principal technique is a direct mailing program to about 1,000 customers and prospects every month. Why this big volume? "People tend to forget," he answered. "It doesn't matter much what I say, just so long as my name is in their mailboxes every month, I also keep in personal contact after the sale."

