

WHEN WINTER COMES

Retail Sales Manager's Film Service

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One in a series of original filmstrips preserved for their historical value and presented to the members of the

[Willys Overland Knight Registry](#)

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WHEN WINTER COMES

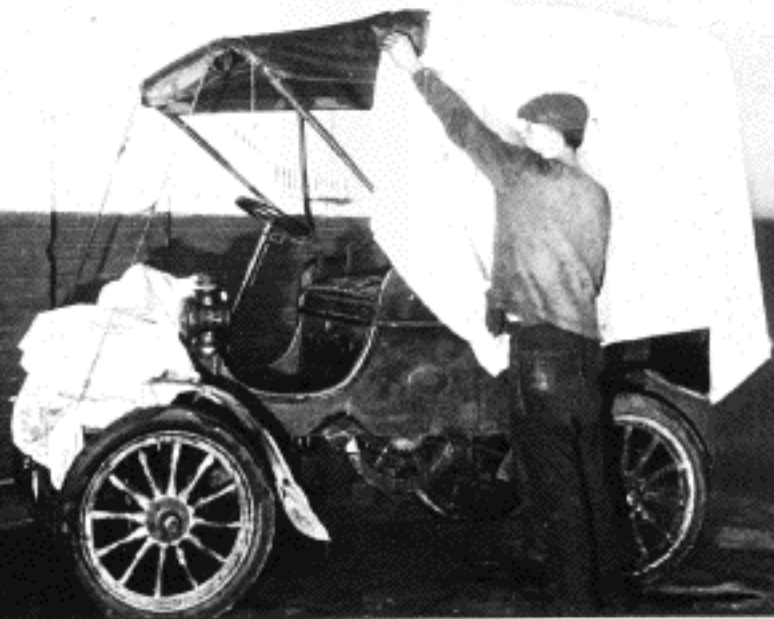


This film will show you the advisability of putting forth an *extra* effort to secure a greater number of sales during the winter months.

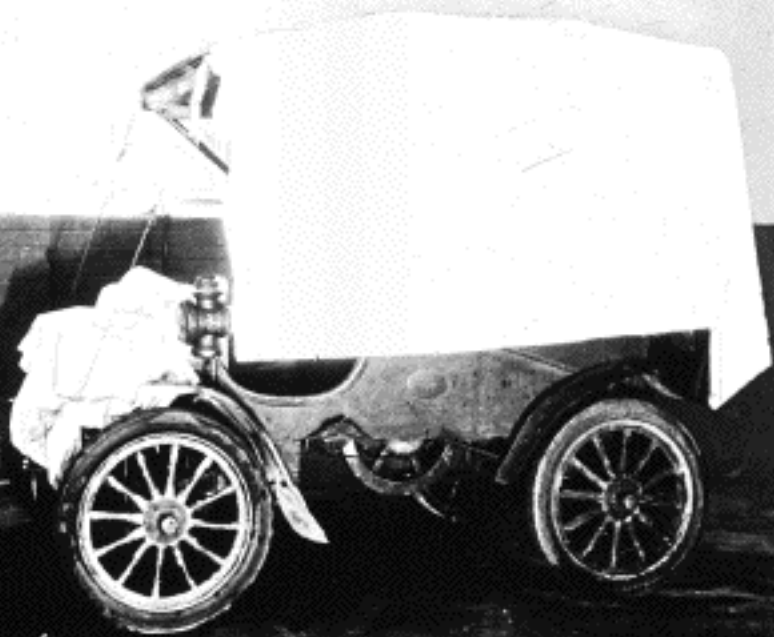
If you will follow, develop and apply the suggestions herein, your efforts will be rewarded with increased profits.



In the summer an automobile is a convenience and luxury,
but in the winter it is a *necessity*.



Time was, when with the first chilled breath of fall, the family car "hibernated."

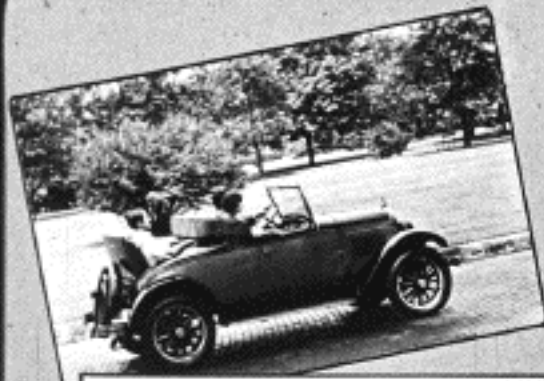


Here it stood until spring was a certainty.

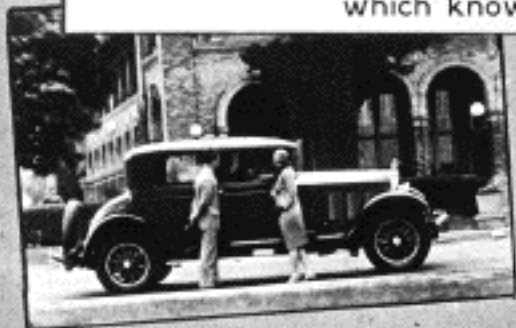
When this condition existed, it was true that the demand for motor cars was indeed seasonable.




Time and engineering development have brought about a new method of merchandising motor cars.



Today finds a constant demand for automotive transportation. Automobiles are universally accepted as a utility which knows no season.



To enjoy sustained sales, however, there **MUST** be a seasonable selling method, one which has seasonable influence and appeal. The chief difference between selling automobiles in summer and winter is this - - -

A black and white photograph of a vintage scene. In the center, a dark-colored vintage car with a light-colored canvas top is parked on a grassy area. To its right, another vintage car is partially visible, also with a canvas top. In the foreground on the right, a woman wearing a light-colored, long-sleeved dress is sitting on the ground, looking towards the camera. The background is filled with tall, thin trees, suggesting a wooded or park-like setting. The overall atmosphere is that of a leisurely summer day.

The summer months inspire TOURING.

Outdoor recreation provides another natural appeal which helps to stimulate your business during the summer.





Desire for vacation trips, week-end outings, all these bring about a certain amount of almost voluntary business during the summer months.

The many desires which accompany the summer season arouse motor car desire in the minds of many. Sales are almost inevitable and it depends largely on *your* ability and aggressiveness as to whether or not they will buy *your* automobile.

When winter comes, however,
you must strive harder, arouse
a greater desire and advance
more logical reasons why your
prospect should buy.



While a uniform, well established sales procedure should be exercised the year around, there *are* certain phases of selling which are more effective and appealing in the winter. Observe what some of them are.



Walking is not unpleasant in bright, warm weather. On the contrary, it is enjoyed by many. The office worker craves the exercise it affords.

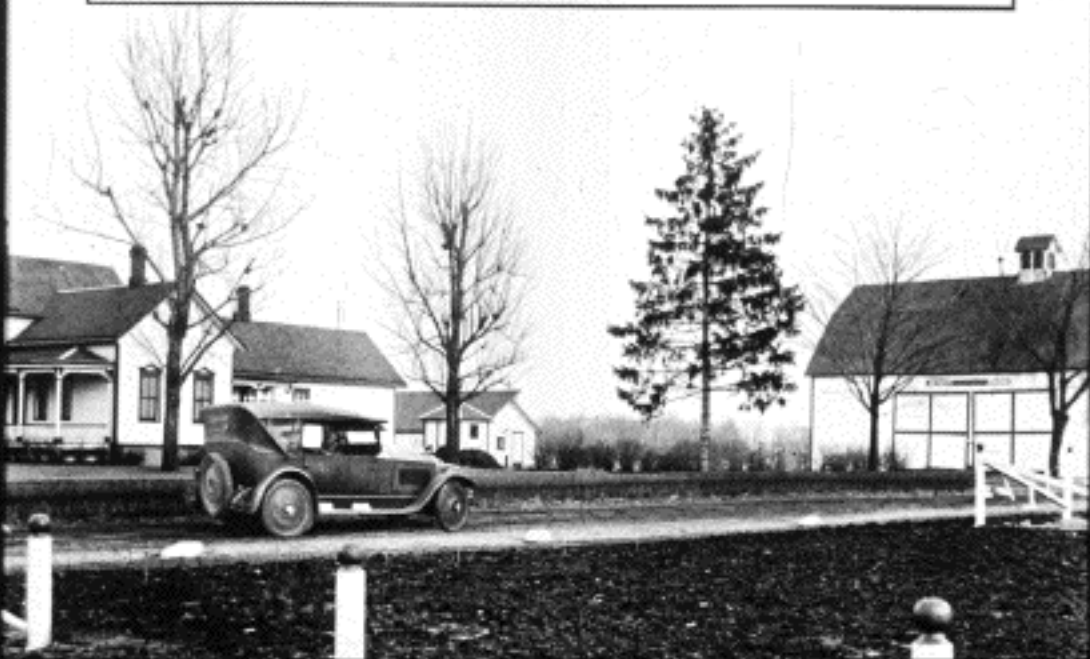


In the winter and in cold, wet, disagreeable weather, the same man's thoughts turn to individual transportation which will be constantly at his command.



Or Mrs. Prospect's desires for a personal car are stimulated by the raw, cold days of winter. Thus the argument for a second family car arises.

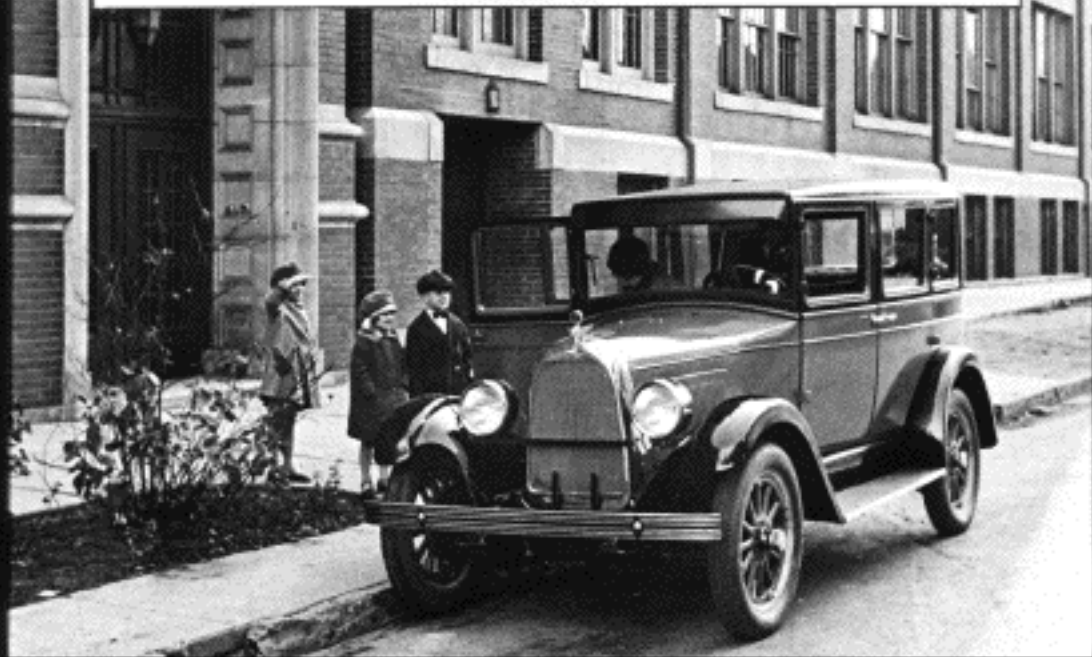
And the farmer who has been content to drive an open model is more easily sold on closed car comfort in the fall and winter months.





These children need no transportation facilities in fair weather - -

But in winter weather a child's health must be guarded, the natural parental protection opens the way to many sales opportunities.

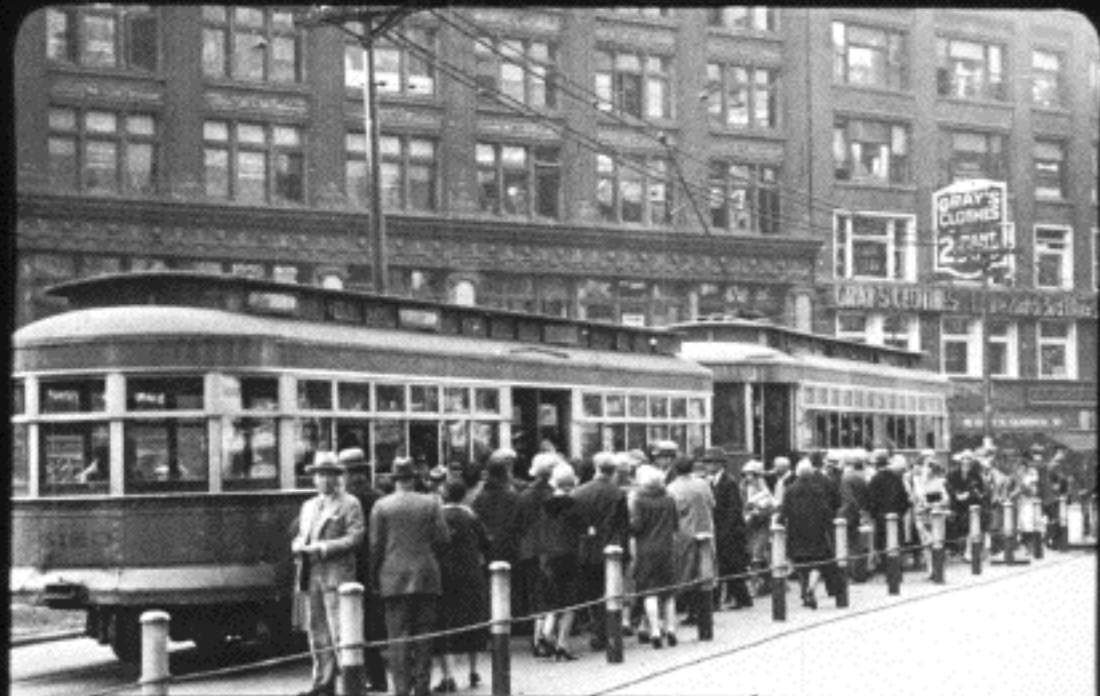


Closed car comforts and conveniences are appealing to your prospects the year around, but in the winter is when they need them most. Acclimate your selling methods.



Many people in your community rely on public transportation facilities. And they do not thrill to long waits in cold, disagreeable weather. **THESE ARE YOUR PROSPECTS.**

Concentrate your selling efforts in the fall and winter on outlying districts, suburbs, additions, etc. These are fruitful fields at this time of year.



Public conveyances in the winter are crowded, congested, unsatisfactory. They only help to convince your prospects on the convenience of independent, individual transportation.



Which would you choose - - the street car or a personal car?

Draw these comparisons for
your prospects and use the
seasonable appeals inspired by
winter.

Doubtless you salesmen are saying to yourselves, "Fine, but how are all these facts going to help us sell more automobiles?" We have shown you the appeals provided by winter and now we will suggest their application.



Many prospects are hopeful of using transportation provided by these old cars which have already served their purpose.

It is your job, as salesmen, to prove where these old cars might not give dependable, economical service when their owners need it most.



Emphasize the fact that your prospect's old car is likely to fail under the strain of another winter's driving.

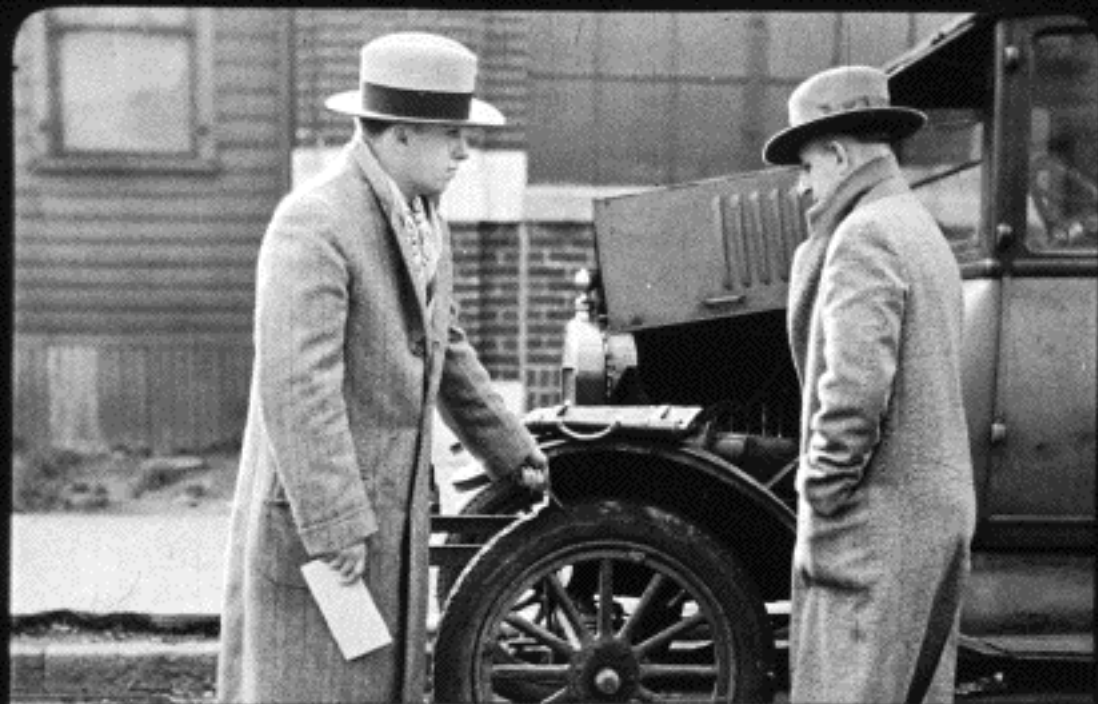
If your prospect offers resistance by stating that an overhaul job will put his car in dependable running order, do not hesitate to show him how he cannot afford such an unwise investment.



Cold weather means harder starting, more current, and an old battery will rapidly lose its power and energy.

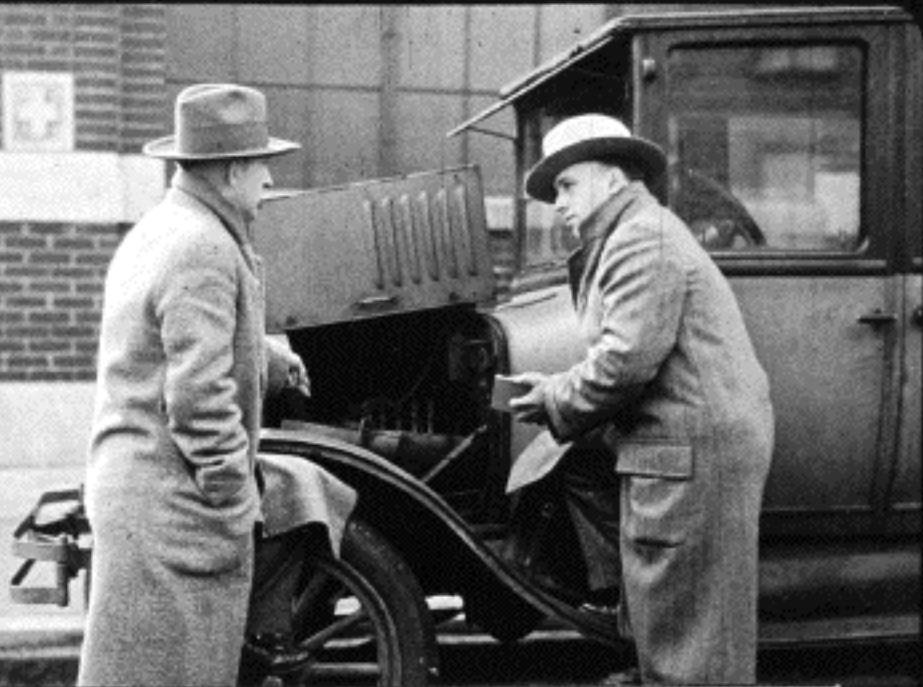
A black and white photograph showing two men in long coats and hats standing by the open hood of a vintage car. They appear to be inspecting the engine compartment. The man on the left is looking at something in his hands, while the man on the right is looking towards the engine. The background is a brick building.

A very fair price for a new battery is \$10.00.



No one can afford to experience tire trouble in the winter.
Figure new tires for your prospect's old car at a low
price of \$15.00 each.

Point out for your prospect the fact that if he wishes to realize the greatest possible trade in value on his present car that it should be repainted. This means an additional investment of approximately \$30.00.



Go further by showing your prospect that an engine overhaul job to put his car in temporary dependable service for winter will cost easily \$35.00.

Engine overhauled
Car repainted
4 new tires @ \$15.00
New battery
TOTAL

\$35.00
30.00
60.00
10.00
\$135.00

Itemize the repairs, adjustments, replacements and maintenance of your prospect's old car and show him in black and white that it will cost him a considerable sum to drive his through-out the winter.

1929 FEBRUARY 1929

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

1928 DECEMBER 1928

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
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22	23	24	25	26	27	28
29	30	31				

1929 JANUARY 1929

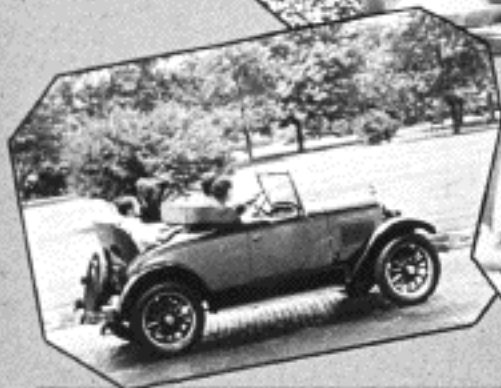
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29	30	31				

1929 MARCH 1929

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31


Having represented the coming winter months as months of constant expenditures on his old car, start then to impress him with the advantages of a new Willys-Knight or Whippet.

Point out for your prospect that the sum invested in his old car could be more wisely invested in a new one which would bring him dependable, comfortable and economical transportation for many months to come.



All the modern and advanced improvements offered in our products will make a powerful appeal to your prospects who are relying on *old car* transportation this winter.

NOW is the time to contact the owners of old cars and offer them the relief and convenience provided by Willys-Knights and Whippets.



Do not permit winter weather to retard your sales activities. Winter *prospects* are plentiful and winter *appeals* are persuasive.

Instead of looking upon winter weather as a limitation to your sales possibilities **USE** winter weather as a sales aid.

INCOME FROM ALL SOURCES	GIVING		SAVING	
	CHURCH	OTHER CAUSES	BANK	INVESTMENT (PINS, etc)
	10 ⁰⁰	10 ⁰⁰	100 ⁰⁰	

SPENDING							
FOOD	CLOTHING	SHELTER	SERVICE	FURNISHING EQUIPMENT	CHILDREN	MISC'L	ADVANCEMENT
120							
140							
90					1 ⁰⁰		
110							
180							60
135	12 ⁰⁰						
210							
60							
130		47 ⁰⁰	12 ⁰⁰		1 ⁰⁰		
160							
140							75
100	3 ⁵⁰						
140							
90	1 ⁹⁵						
190					1 ³⁰		

Your personal expenses and the expenses of your dealer are NOT reduced in the winter so why permit your selling efforts to be reduced?

A product used every month in the year by millions can be sold every month of the year. Get your share of this winter's profits.

Make the coming months the
most profitable in your
history.

The background features a dark silhouette of a building with a prominent tower, set against a lighter, hazy sky. This scene is framed by ornate, draped curtains with tassels hanging from the top. The overall aesthetic is classic and theatrical.

The End

To rewind, start at this end, dull side out, holding film by the edges. Be sure to keep fingers off dull side of film.

WILDING PICTURE PRODUCTIONS
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