



**SELL** *Every*  
**PROSPECT**

This Booklet Supplements  
THE SLIDEFILM  
**SELL EVERY PROSPECT**  
which is part of the  
1946  
CHEVROLET PRODUCT TRAINING KIT

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CHEVROLET MOTOR DIVISION  
GENERAL MOTORS CORPORATION

We're back in the business  
of **SELLING CARS AGAIN**



*Production*  
is increasing

*but . . .*

FOR A WHILE  
THERE WILL BE  
MORE CUSTOMERS  
THAN CARS . . .

*Even So*

... WE CAN'T AFFORD  
TO NEGLECT

**A SINGLE  
PROSPECT**

*We Must Sell*

**EVERY PROSPECT**

**ON US**

**ON CHEVROLET**

# We Must **SELL THE PROSPECT ON US!**



Because

WE'RE GOING  
TO NEED ALL  
OF OUR  
*Old Friends*  
FROM NOW ON



Because

WE'RE GOING  
TO NEED ALL  
THE  
*New Friends*  
WE CAN MAKE

**RATION LIST**

*Sugar  
Tires  
~~Courtesy~~*

**COURTESY**  
NEEDS TO  
BE TAKEN  
**OFF**  
THE RATION LIST  
**RIGHT NOW**

**LET'S GET IT BACK  
INTO CIRCULATION**

**A LOT OF  
PROSPECTIVE  
CUSTOMERS  
ARE  
**STRANGERS**  
TODAY**

**...NEW PEOPLE  
IN TOWN  
... RETURNING  
SERVICE MEN  
Even THE PEOPLE  
WE USED TO  
DO BUSINESS WITH**

**THE MORE PEOPLE WE SELL ON  
US, THE MORE CARS WE'LL SELL!**

# The Proportion of PROSPECTS to "LOOKERS" IS GREATER THAN EVER BEFORE

What is a  
**PROSPECT?**

A PROSPECT is a person who has **NEED** of our product and has the **MONEY** or the equivalent with which to buy



The **NEED..**

More than  
**5,000,000 Cars**  
HAVE GONE OFF THE ROAD  
SINCE 1941!

The **MONEY..**

A BACKLOG OF  
**SAVINGS** that  
hits a **RECORD**  
**HIGH MARK!**

Today **MORE PEOPLE**  
have the need!  
...and **MORE PEOPLE**  
have the money!

*We Must* **SELL EVERY PROSPECT**

*on* **CHEVROLET**

**PROSPECTIVE BUYERS  
WILL BE SHOPPING**

**AROUND**

*and it's*

**OUR JOB**

*to Sell Them*

**ON**

**CHEVROLET!**



**Sell CHEVROLET**

- to overcome today's tendency to drift away from long-standing brand loyalties.

**Sell CHEVROLET**

- to combat the influence of "Share-the-Ride" drivers of other cars on Chevrolet owners.

**Sell CHEVROLET**

- to regain the confidence of the Chevrolet owner who thinks the upkeep of his old car is running too high.

**Sell CHEVROLET**

- so every one of your customers can talk Chevrolet to his friends.

**SIGNED ORDERS  
are our BIG OBJECTIVE**

*But* **THEY DON'T MEAN SALES!**

*Unless* **YOU CAN GET**

**THE CUSTOMER TO  
WAIT FOR DELIVERY!**

*Our* **BIG JOB**  
*for* **1946**

**SELL EVERY PROSPECT**

**ON** *Us* **and . . .**

**SELL EVERY PROSPECT**

**ON** **CHEVROLET**

