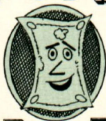


SELL EXCLUSIVE FEATURES

HOW TO MAKE

T-O-P 55-16-SP



T-O-P 55-16-SP

MONEY TALK

IN THE CLOSING ROOM  
SELL EXCLUSIVE FEATURES

SELL CHEVROLET EXCLUSIVES

Use CHEVROLET'S *Money Savings*

story to make *Money Talk* for you in the closing room . . . even those prospects you don't sell the first time will have the facts. Competition will find them a lot harder to sell because you have given them a lot of questions they'll want answered by competitive salesmen.

Your chances are good . . . that **THEY'LL BE BACK** to see you and to buy from you, because the 1955 Motor-amic Chevrolet *is their best buy!*

SELL CHEVROLET ADVANTAGES

## Re-Emphasize

### CHEVROLET'S *Features*

which the prospect likes best, especially CHEVROLET EXCLUSIVES not available on the other car . . .

For example, when your prospect has been offered just a few dollars more trade-in allowance by a Ford dealer, show your prospect that *Ford can't match:*

- ★ the protection and safety of Chevrolet's exclusive center roof bow.
- ★ the extra durability and strength of Chevrolet's exclusive Plenum Chamber Arch . . . plus the dual advantage of a car-wide ventilation air duct.
- ★ the added comfort and the cleaner, fresher air from Chevrolet's cowl-high air intakes. (Ford uses old-type air intakes that pick up road dirt and gas fumes.)
- ★ the greater interior roominess and comfort offered by Chevrolet's greater head room, hip room and entrance room at the doors.



- ★ the convenience and easier driving of Chevrolet's four-fender visibility. Chevrolet offers 166 more square inches of glass area than Ford.
- ★ the easier handling and greater driving pleasure insured by Chevrolet's turning diameter . . . 3 feet less than that of Ford.
- ★ the safer and smoother stops made possible by Chevrolet's exclusive Level Flight Braking, an antidive control built right into Chevrolet's exclusive Glide-Ride Front Suspension.
- ★ the superior engine performance, cold-weather starting and the reserve power for accessories insured by Chevrolet's 12-volt electrical system. (Ford offers only a 6-volt system.)
- ★ the convenience and gas-saving advantages of an automatic choke, available on all Chevrolet engines. Standard Ford engines still have the old-type hand choke.

And, there are many more exclusives on Chevrolet's list. Use them all . . . or as many as you need . . . to . . .



**BONDED  
BRAKE LINING**  
for longer life

**OUTRIGGER REAR SUSPENSION**  
for greater stability on turns

**BALL-RACE STEERING**  
for easier handling.

**. . . SHOW YOUR PROSPECT that a few more dollars' trade-in allowance doesn't mean that he is coming out ahead on the deal. For a few more dollars, he is giving up many features which are much more valuable to him.**



## *Sell CHEVROLET'S Exclusives and Advantages*

to TOP the last-minute money objections of the prospect who has been offered quite a few more dollars, trade-in allowance . . .

For example . . .

. . . if your prospect is considering *Plymouth*, here's how to do it:

- ★ Remind your prospect that he'll have to pay more for a *Plymouth*. (Example: A *Plymouth V-8 Savoy Four-Door's* advertised delivered price is about \$65 more than a *Chevrolet "Two-Ten" V8 Four-Door.*) So the overly generous trade-in allowance may not be as large as it seems.
- ★ Point out that he pays less and gets more . . . in advantages and exclusives. With *Chevrolet*, for instance . . .
- ★ Greater and more economical power because of *Chevrolet's* 8 to 1 compression ratio compared to *Plymouth's* 7,6 to 1.





- ★ Better performance, easier cold-weather starting, reserve power for accessories with Chevrolet's 12-volt electrical system compared to Plymouth's 6-volt system.
- ★ Chevrolet's exclusive Ball-Race Steering and two-foot less turning diameter mean easier handling and parking. (Plymouth uses old-style worm and roller gear steering system.)
- ★ Chevrolet's exclusive Fisher Body and Plenum Chamber Arch means extra strength and durability unmatched in Plymouth.
- ★ Chevrolet's 11-inch bonded brakes on all four wheels of all models are a safety and economy feature available only on some Plymouth models.
- ★ Chevrolet assures greater interior roominess and comfort than Plymouth with greater interior head room, hip room and entrance room . . . plus 127 square inches more glass area for better visibility.
- ★ Chevrolet's exclusive Outrigger Rear Suspension offers greater stability and more driving comfort.

**Show your prospect that an extra-generous trade-in allowance is meant to sidetrack his attention away from what he isn't getting in the competitive make of car.**

## *Sell* CHEVROLET'S *Exclusive Advantages*


unmatched even in  
higher-price cars . . .

. . . and . . .

. . . for instance, if your prospect was offered *hundreds of dollars* more in trade-in allowance on his old car by a medium-price salesman . . .

★ GET THE FIGURES on the other deal . . . actual allowance, model quoted on . . . money difference and then **FIGURE THE DEAL** on a Bel Air model with similar equipment.

★ Show the prospect how much more he will have to pay for a medium-price car.



Point out to prospects that overallowances on higher-priced cars seldom even come close to making up the difference they have to pay in

- Higher initial price
- Greater depreciation
- Higher finance, insurance and maintenance charges





- ☆ Remind the prospect that the Bel Air is a luxury model with many features and advantages not to be found in the lowest-price lines of the medium-price cars.
- ☆ Point out that he will have to spend up to \$125 extra for many items included in Chevrolet's price . . . just to dress up a medium-price car to Bel Air elegance.
- ☆ And no medium-price car will have all these Chevrolet features—Level Flight Braking for safer "Heads-up" stopping; Chevrolet 8 to 1 compression ratio for greater power out of every drop of gas; Chevrolet's modern spherical joint front suspension for easier handling and a smoother ride; and Chevrolet's bonded brake linings for longer life.

**SHOW YOUR PROSPECT** that it isn't a question of his paying just a little bit more for more of everything in a higher-price car. It's a fact that he'll be paying a lot more for not as many advantages, comforts and exclusive benefits which Chevrolet offers him.