

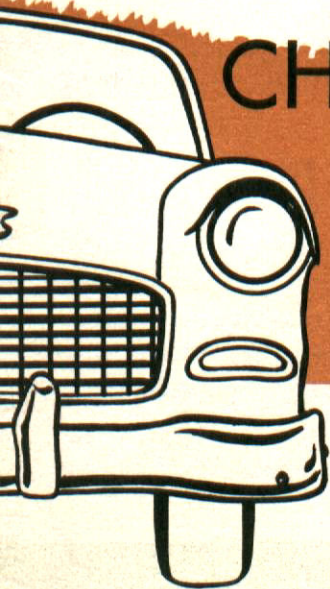
This is *your* **GUIDE**
to help you present
to your prospects...



THE GREAT NEW

Motoramic

CHEVROLET



... a *Sound* film in
Color designed to
dramatize for
your prospects all
the **NEW** and **EX-**
CLUSIVE features
of the New 1955
Chevrolet.

FACTS about this film *and* HOW it will help you!



The film . . . *The Great New Motoramic Chevrolet* is in **TWO PARTS**. Each is complete in itself. Each part can be shown by itself as a separate unit or both parts can be shown . . . depending on the individual circumstances of the sale you are making.



This fact-filled, sound film in color is designed for use by the individual salesman in the salesroom as early as possible in the feature presentation of the product.



A colorful visual impact and easy-to-understand explanation will provide the prospect with a better knowledge of '55 features . . . paving the way toward a more effective demonstration and a quicker close.



This film is not intended as a replacement for your own selling ability or as a stand-in for any of your important selling tools such as your Album. But it is designed to supplement your selling tools and make selling easier and faster.



This film will create more interest in certain hidden features otherwise invisible to the naked eye.



It will lend prestige and authority to your feature presentation and help you create the valuable impression of wanting to do a better job.



It will multiply the prospect's first good impression of the 1955 Chevrolet and it will act as a product-knowledge refresher for you when you need it most.

THE GREAT NEW MOTORAMIC CHEVROLET



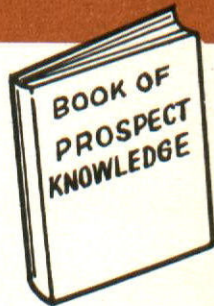
. . . You will find that it will be easier for you to get your prospects to "sit still" long enough for some serious selling. This is because few people can resist an invitation to look at a color film. Once under way, fewer prospects still can resist being interested. They will become relaxed and more in the mood to listen and to be sold.

can be a valuable addition to your feature presentation, because it is designed to give you **TWO VERY IMPORTANT ADVANTAGES** very early in the sale:

ADVANTAGE 2

INFORMATION

. . . the kind of selling facts you need to know about the prospect before you can really sell him. You will be able to watch for and weigh the prospect's reactions to the contents of the film while he is wrapped up in the film. You will have a few valuable moments in which to plan your next selling step.



PART I *and* PART II *of*

the **GREAT NEW MOTORAMIC CHEVROLET**

(what is in them and what they are intended to do)

... is a fast-moving review of all the new Chevrolet features. It serves to multiply the good first impression the prospect has had in seeing the car by pointing out to him that he will receive in addition many exclusive advantages unmatched in any other car in the low-price field. Part I acts as a teaser, to whet the prospect's appetite for a more detailed explanation which may then be supplied by showing the prospect Part II, by personal selling with the use of selling tools such as the Album or by both means.

PART ONE

CHASSIS

Quadra-Poise Ride

- More Rigid Yet Lighter
- Glide-Ride Front Suspension, Level Flight Braking System, Spherical Joints with Special Lining, Rubber Bushings, and Reduced Lubrication Requirements
- Outrigger Rear Suspension
- Tubeless Tires

... presents and emphasizes specific features of the 1955 Chevrolet dramatically and colorfully. Features which contribute to the all-new ENGINE, CHASSIS AND BODY design are presented in detail and as they concern the prospect's interests in performance, economy, safety, comfort, appearance and durability.

PART TWO

PART TWO . . . COVERS THE FOLLOWING FEATURES:

ENGINES

Features common to the Turbo-Fire V 8, New Blue-Flame 123, and New Blue-Flame 136:

- 12-Volt Electrical System
- Power-Hushed Cooling
- Full-Pressure Lubrication
- Automatic Choke
- Poised-Power Engine Mounting
- New Fuel Supply and Intake System
- Improved Valve System
- Power-Jet Carburetor and High-Compression 7.5 to 1 Ratio

Additional features of New Blue-Flame 136:

- High-Lift Cams
- Hydraulic Valve Lifters

Additional features in the Turbo-Fire V 8:

- 162 Horsepower Valve-in-Head Engine
- Shortest Stroke in Low-Price Field
- Compactness
- Fire-Swirl Combustion Chamber
- 8 to 1 Compression Ratio

BODY

- Double-Ribbed Roof-Bow Construction
- Double-Ground Safety Plate Glass
- Rubber Cushion Body Mountings

WHEN AND HOW TO SHOW PART I or PART II

together or separately
in order to help you sell
a prospect . . .

- . . . *in interesting the walk-in prospect with no special interest in mind.* Introduce the film like this: "I'm sure you'd like to see a color film which will point out just how the New '55 Chevrolet offers exclusives unmatched in any other car." After showing PART I, answer questions on specific features by showing PART II or by using your Album or other selling tools.
- . . . *in qualifying prospects as to their buyer interests.* Show PART I and note comments and reactions to specific features. Emphasize these in later selling talk. If these same features are detailed in PART II, proceed to show PART II of the film.
- . . . *in clinching sales when the prospect isn't ready to say "yes."* You no doubt have had the experience of having presented the car, given a road demonstration and you have the prospect in the closing room. But, the prospect objects to price or trade-in allowance. You can't go higher and the prospect won't budge. Effective selling technique in such cases calls for justifi-

fyng the price by re-selling the features of Chevrolet. PART I of this film is an effective way of breaking the stymie. Simply say, "While you're thinking it over, let's look at a sound film in color we have just received from Detroit." This provides a good change of pace and at the same time the film raises the prospect's buying temperature. The beautiful color pictures will whet his appetite for the car all over again and will help "soften him up" for a fresh approach to overcoming his price objections. After the film ASK FOR THE ORDER.

- . . . *in leading up to the demonstration ride.* Use PART I to show prospects features they should keep in mind during the demonstration. Introduce it like this: "Before we start out I'd like to show you a sound film in color. It will give you the reasons for the many fine advantages you will experience in Chevrolet."
- . . . *in answering objections.* You have a ready-made answer in PART II of the film because features are presented in their proper relation to one another to give the prospect the right viewpoint of a single feature and how it contributes to the whole engine, chassis or body story.
- . . . *in emphasizing specific features.* When a prospect voices interest in or enthusiasm for a specific '55 Chevrolet feature it is your cue to sell that feature visually and colorfully by introducing PART II of the film. In using the film to emphasize specific features, introduce it like this: "I'd like you to see exactly how Level Flight Braking Control works. At the same time, you'll be able to see many other new and exclusive Chevrolet features as well."

FOR A MORE EFFECTIVE PRESENTATION OF THE GREAT NEW MOTORAMIC CHEVROLET



Use every opportunity covered in this booklet—plus sales situations common to your own dealership — to use *The Great New Motoramic Chevrolet* as an important part of your feature presentations and as a qualifier.



Use this film PLUS other showroom selling aids to make your presentation one which leads to a signed order.



Weigh each situation carefully to determine which parts of the presentation should be shown and when.



Use showmanship. Make sure lighting is adequate. Keep projector threaded. Provide comfortable seating arrangements.



REMEMBER

—USE ALL AVAILABLE SELLING TOOLS TO SUPPLEMENT SHOWINGS OF THE GREAT NEW MOTORAMIC CHEVROLET — FOR REALLY EFFECTIVE RESULTS!