



PHILCO SERVICE *Businessman*

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EVERY TIME THE LIGHT STARTS *BLINKING*—



... a **SERVICE MAN** is installing or servicing a **PHILCO** product in Your territory—
... and influencing a future sale!

Thought Provoker

At the Distributors Convention (see Page 7) Philco dramatized for distributors the volume of service calls handled by independent service technicians. The light blinked every few seconds.



Official Publication of Worldwide
PHILCO FACTORY-SUPERVISED SERVICE

Out of Every 10 Calls — 2½ Call Backs!

No question about it—call backs are the technician's biggest headache. A call back almost always means a dissatisfied customer.

The major problem in call backs is that the customer may believe that the appliance or set is malfunctioning again for the same reason as the first call, while actually something else has developed in the meantime. How can you get the customer to realize that this is a new trouble—not caused by inefficiency or neglect on your part?

In reviewing the solutions offered by service technicians all over the country, one solution seems to make more sense than the others.

This is to try to diagnose the future trouble before it starts, by making a complete inspection after the service work is done on the first call. When repairing a television set, write down the numbers of the tubes that appear to be weak. Or note that the drive belt appears to be wearing thin on an automatic washer.

These possible causes of malfunctions are noted on the invoice when it is presented to the customer. In this way, she is alerted to the trouble before it begins.

When the trouble does develop later, the customer is likely to view it as a confirmation of the serviceman's skill, and not become irritated that more trouble has developed.

On the matter of payment for call

backs, there seems to be difference of opinion. Certainly, a technician should guarantee his work for a stated period of time. If the new trouble develops in the area of the original breakdown, most service technicians will want to live up to the letter of their guarantee. This is good business.

However, if the new trouble is not connected with the first service problem, you should try to explain to your customer that you can't be held responsible, and that you must charge for material and labor.

Another good idea is to list all the parts and services performed on each service call. Then, when another failure occurs, you can point out to the customer on your copy of the invoice that none of the parts you installed are affected by this new failure—if that's the case.

But no matter what you do, call backs will continue to be a major problem because they are inevitable in the service business. You can cut down on the number of non-profitable ones simply by improving the quality of your work through constant self-improvement technically. Study of service literature can, and does, reduce call backs to a minimum.

After you have reduced call backs to a minimum, you'll still have to make a few. Our advice is—just grin and bear it!

PHILCO SERVICE

Businessman

FEBRUARY, 1959

VOLUME I

NUMBER 2

OFFICIAL MONTHLY PUBLICATION OF,
BY AND FOR THE WORLD-WIDE
PHILCO FACTORY-SUPERVISED SERVICE
ORGANIZATION

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Address correspondence to:
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POLICY . . .

Philco Service Businessman will strive to mirror the activities of the thousands of PFSS members throughout the world, and to provide them with useful and helpful business information.

PHILCO CORRESPONDENCE STUDY COURSES

Philco Technological Center is offering several new courses to service technicians through its TechRep Division, a licensed correspondence school. The courses concern three of today's rapidly expanding fields of electronics — semi-conductors, computers and radar. Following are brief descriptions of the courses:

Course 100, Principles of Radar Circuits and Equipment. Designed to provide an introduction to the subject of radar and a detailed study of radar fundamentals. 20 lessons require approximately 40 weeks to complete.

Course 101, Radar Systems Principles and Practices. Advanced course to provide a comprehensive coverage of the field of radar. 23 lessons require approximately one year.

Course 103, Transistor Principles and Practices. Fundamentals of transistors, transistor amplifier circuits and various applications, and construction and testing of circuits. 20 lessons take about 40 weeks to complete.

Course 104, Introduction to Analog Computers. Fundamental mathematical functions performed by an

analog computer. 9 lessons take about 25 weeks.

Course 105, Analog Computer Systems. Advanced study of analog computers. 6 lessons take about 15 weeks to complete.

Course 106, Automatic Digital Computers. Particularly designed for the technician who has limited knowledge of mathematics. 15 lessons take about 30 weeks.

For more information, including prices, write to Philco Service Businessman, 2nd & Westmoreland Sts., Phila. 40, Pa.

CUSTOMER RELATIONS



You're a salesman. No matter what else you may call yourself, you're a salesman. You sell service. Maybe not with words, fast talk, hard selling. Maybe your tools are prompt, accurate service; neatness in your work; a pleasant, friendly attitude toward your customers.

But make no mistake—you're still a salesman. And as such, you deal with people—your customers.

Anyone dealing with people—and we all do—can tell you that most of the people we meet are living question marks. Why is it that we "click" with some and not with others? Why do some customers resist service suggestions—and others accept the same suggestions readily? Why are some people easy to deal with—and others unreasonable?

In order to click with everybody, you would have to study every one of your customers as individuals. This of course is not possible.

It's far easier to remember that people have certain drives that are common to all. Simply stated, they are: The Need for Security; The Need

for Self-Approval; The Need for Social Approval.

How do these psychological terms fit into your service business?

1. *The need for security.* You satisfy this need for your customer every time you can honestly tell her that her appliance or electronic product is safe to operate. Security may mean a lot of things—a pair of suspenders, for instance—but in the service business it can be summed up in safety. Is it safe for the children to operate, is it fireproof, is it shockproof, is it dependable?

Satisfy your customer on these points and you have done your part in maintaining her personal security.

2. *The need for self-approval.* Why do people buy luxury products? Apart from the superior performance, the answer is in the need for self-approval. When we surround ourselves with materially expensive things, we are feeding our ego.

The serviceman will do well to remember this when called upon to service *any* product.

Never, *never* speak slightly of

the product. You are questioning her judgment when you do—and she won't thank you for it. The product is there for you to service, for better or for worse.

3. *The need for social approval.* The passenger in a women's clothing store elevator asked the operator to let her off at the floor selling dresses. She was well dressed, and obviously enjoyed the glances directed to her by the other women in the elevator. When the elevator arrived at the 4th floor, the operator said, "4th floor, dresses. This floor for economy dresses, 5th floor for better dresses."

The customer was about to get off at the fourth, but was stopped by that word "economy." She stayed on till the 5th, got off and walked down the stairs to the 4th floor. Her need for social approval was so strong that she *couldn't* let the other women in the elevator know that she was shopping for an economy dress.

Social approval takes in a lot of territory—much too much to cover here. But you can feed your customer's need for it by never letting her forget that neighbors and friends will drop in and survey her home. Their opinions of her and her house-keeping are important to her.

Remind her that her appliances, her electronic instruments, her laundry equipment are on display for the neighbors to see. But a broken washer, or a television set in need of service, or a squeaky refrigerator, are somehow reflections on her social standing.

You can appeal to her by telling her she should get everything the manufacturer built into the product by letting you restore it to its original performance.

The man of the house would gain greater social approval among the neighbors if his television set brought in stations the neighbors couldn't receive. Show him how to achieve this by letting you install a large antenna, or an antenna rotor.

Social approval also covers testimonials. A service shop out West tears the shop repair tags off the sets he delivers, and nails them to the wall, under the caption: "Our Hall of Fame of Satisfied Users."

People are your business—just as much as tubes, rectifiers and pumps. Learn to know 'em—and you'll profit in that knowledge!

EASE OF SERVICE MAKES TRADE NEWS

December, 1958, RADIO-ELECTRONICS, in a cover feature story, said "In the story of design for '59, it can hardly be disputed that one of the most unusual and extraordinary is that of the Philco Predicta line..."

Philco is again out in front in design pioneering, not only in sales appealing features, but in "design with the service man in mind."

Let's get one fact straight, right from the start. "Ease of service" certainly does *not* mean that Mr. Householder, with a pair of pliers and a screwdriver, can fix his own. Proper service on *any* product still depends on the training and intelligence of a skilled technician.

Ease of service simply means that you no longer have to tackle a hundred components to get at the root of the trouble. Instead of wasting time with a complicated and difficult disassembly, you can concentrate right from the start on the problem itself.

It's like the story about the boiler repairman:

The boiler in a factory just quit. It wouldn't produce steam for the production line. The factory maintenance men puzzled over it for hours while upstairs the production manager yelled his head off for power.

They tried everything they knew to fix it, but the cause of the trouble eluded them. Finally, they called in an expert.

He came in, took off his coat, and looked at the boiler. Without getting his hands dirty, he inspected some gauges. Then he picked up a hammer and tapped a pipe joint.

Immediately, the boiler hissed and began to build up steam. The expert left.

The next day, the factory received a bill for \$102.50. The boss fired it back to the expert, calling it an overcharge, and demanded an itemization.

The bill came back itemized, all right. It read:

"For tapping pipe joint with hammer, minimum labor charge \$2.50.

"For knowing where to tap, \$100.00."

Ease of service also means that the service technician can actually log more productive hours of work each day. A complicated disassembly job almost always means that the appliance or set has to be "pulled" into the shop for repairs. This means extra handling, more paper work,

World Famous Philco Quality and Exclusive New Chassis Construction make
PHILCO TV
EASIEST TO SERVICE
in the history of the TV industry!

Philco brings an entirely new concept to the serviceability of television receivers by conveniently placing tubes and components right at your finger-tips. Philco chassis are designed, engineered and manufactured to make your job an easier and more profitable one.

1 What Philco means by **QUALITY**
At Philco it has been quality first in electronic products for over 30 years! "Guard Philco Quality" is a watchword and a creed! The first consideration in every phase of production is the maintenance of the highest standards of quality. In all plants an independent team of Product Performance Specialists is directly responsible to Philco management for the performance and dependability of all Philco products.

2 What Philco means by **DEPENDABILITY**
The proven and outstanding dependability of Philco products is acclaimed by the millions of customers who have bought and used Philco over the years. Philco goes to the greatest lengths to build in durability and quality that guarantee performance, dependable operation and the consumer's peace of mind. It is this built-in dependability that pays off in satisfied customers for years.

PHILCO

and the danger of further damage in transit.

And customers strongly resist the necessity of "pulling" the set because it almost always means a longer delay before the set is back in working order.

From a purely business standpoint, ease of service can mean more money in your pocket, too. Generally

speaking, several smaller jobs are more profitable than one "tough" job. Most shops charge a minimum for house calls. House calls that drag on beyond the minimum cause profits to shrink. And the customer starts to get anxious!

So, when the experts say that the Philco Predicta line is "extraordinary" they mean just that!

Better Business

**A SERIES ON IDEAS
AND METHODS
FOR EFFICIENT
BUSINESS OPERATION**



PRICE OBJECTIONS

Remember this story next time one of your customers objects to the price of a repair job that had to be done in a hurry, or over the weekend:

The insurance salesman walked into the customer's home carrying a deflated Mae West life jacket. He asked the customer how much he would pay for the Mae West. The customer smiled and replied, "Nothing."

The salesman accepted that as the correct answer. "But," he asked, "suppose you were flying over the Atlantic Ocean and your plane had to ditch in the ocean. How much would you be willing to pay for it then?"

Remember, the customer pays not only for the actual labor and parts, but sometimes the value received in prompt service is worth more than the parts and labor.

SO YOU WON AN AWARD!

Awards attest to your proficiency as a technician. Thus they become a valuable testimonial to your skill and dependability. Don't make the mistake of hiding any of the awards which you may have earned, such as the Philco Service Achievement Award.

Here are some of the things you can do to get more "mileage" out of the award:

If a photo was taken of the presentation, get a copy over to your local newspaper office. Be sure to identify the people in the picture. Newspapers want news about local people.

Frame the actual award, or mount it suitably, and hang it in some conspicuous spot in your shop. A spotlight on it will help. People will form impressions about you while waiting for service.

Get a picture or drawing of the award, and reproduce it on your billheads, letterheads, calling cards, with some appropriate line, such as "Awarded to Jones' Shop for excellence in service, February, 1959."

If decals are available, have it mounted on your vehicle.

If you advertise, include it in your ads. It helps to create a good impression.

Good Bye Mirrors!
Picture tube turns around for viewing while servicing!

FILE DRAWER CHASSIS
Slides out on runners for ease of service

ALL TUBES RIGHT ON TOP
Conveniently located for easy replacement

ALL TEST POINTS ON TOP No more awkward maneuvering to test components

ALL COMPONENTS ACCESSIBLE FOR CHECKING

DESIGNED WITH THE SERVICE MAN IN MIND

The new Philco Predicta chassis pictured above was designed with the service man in mind. It was designed to enable you to take the greatest advantage of your professional skills. It was designed to pay off by enabling you to do your job quicker... make more calls and, thus, increase your profits. All Philco chassis are manufactured with the most modern automated methods in the industry insuring uniformity and dependability in your customers' homes.

COVER FEATURE IN DECEMBER "Radio-Electronics"
Here is what they say about Philco Predicta TV.
"In the story of design for '59, it can hardly be disputed that one of the most unusual and extraordinary is that of the Philco Predicta line which includes the slide-out 'easy service' chassis and its separately and remotely mounted picture tubes."
PHILCO ACCESSORY DIVISION • PHILADELPHIA 34, PENNSYLVANIA

QUALITY the World Over

**THIS PHILCO ADVERTISEMENT APPEARED
IN JANUARY 1959 RADIO-ELECTRONICS**

GET MORE

OUT OF EVERY SERVICE CALL!

With appliances and electronic instruments rolling off America's production lines at a record rate, few technicians are concerned about the total market for maintenance and repairs. The concern is with making every service call a profitable one. In spite of rising costs of almost every need, you can still insure that your service calls are profitable by getting your share of the dollars that will be spent.

The service technician has one golden moment of opportunity not given to the store-bound retailer—he comes face-to-face with the customer in her own home. He can demonstrate an accessory, or a new part, right on the instrument or appliance to convince her on the spot that she should have it for better performance!

By far the best, and soundest, way to insure greater returns from every service call is to do a thorough test check of every part of the instrument's functioning, bringing to your customer's attention those areas that need attention now, and noting the things that may go wrong in the future. Thus, while you may have been called in to correct a minor fault, you can show your customer that it makes good sense to correct other deficiencies while you're working on the set.

Another way to plus profits is to call your customer's attention to the wide variety of accessories that she may have to improve the product's performance, or to insure longer life.

When you're working on a hi-fi set, why not demonstrate to the customer, right on the spot, how a diamond tipped needle improves fidelity?

The important thing to remember about selling accessories is to demonstrate, right on the product, if possible, how it improves performance.

Many of your customers will appreciate your efforts. The majority are not tight-fisted—they simply forget to order service, or they never think of buying accessories. Most times, if you just jog their memories a bit, they'll buy—and buy!

Plus Profits for You... now at your

PHILCO DISTRIBUTOR

Add to your volume and profit... with Philco's line of universal products for the Hi-Fi, Stereo and Tape Recorder enthusiast



NEEDLES

- DIAMOND
- SAPPHIRE
- OSMIUM



ANTI-STATIC SPRAY

Minimizes surface noise and insures needle glide.



45 RPM INSERTS

Custom-built for long wear.



RECORD BRUSHES

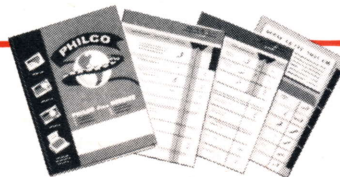
Eliminate harmful dust from precious records.



FULL-FIDELITY TAPE

Extra strength and extra length.

Further evidence of Philco's PROGRAM OF COMPLETENESS to America's Service Dealers.



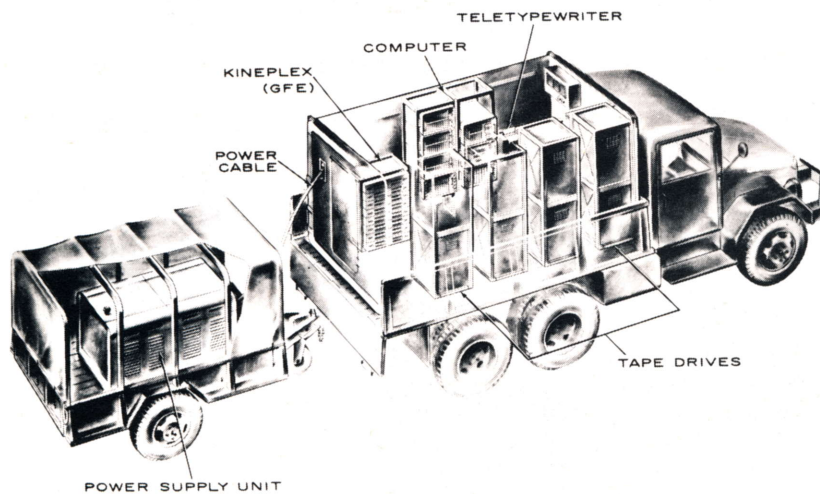
COMPLETE PHILCO NEEDLE CATALOG
Cross references are complete . . . Illustrations are big . . . Makes selling easy.

PHILCO
Accessory Division

WORLD WIDE DISTRIBUTION: Service Parts • Power Packed Batteries • Universal Components • Long-Life Tubes • Heavy Duty Rotors • Star-Bright 20/20 Picture Tubes • Long-Distance Antennas • Appliance Parts • Laundry Parts • Universal Parts and Accessories.

PHILCO® Famous for Quality the World Over

ARMY, NAVY AND AIRLINES USE PHILCO-ENGINEERED EQUIPMENT



Philco's Government and Industrial Division has been producing and researching new equipment for the Army's Signal Corps, the Navy's Bureau of Ordnance and commercial jet airliners.

The photo above shows the new, lightweight mobile electronic data processor being built for the Army Signal Corps by Philco. It will be used for combat computations, control data and support data processing.

The first two units will cost over \$1 million. They will differ slightly, one being called Basicpac and the other Logicpac. The Logicpac will have a larger core storage (memory) and a greater input-output capability.

Outstanding features of the units are their rugged construction and the reliability of components. They are built to withstand rigorous climatic conditions, dust, shock, noise and vibration.

The Basicpac "brain" can be used in a variety of situations. It can direct artillery, it can be used in a meteorological system, or control drone aircraft. It can also be used for data reduction, to reduce the volume of data that must be transmitted to Army field units.

Continuing research and development of the Sidewinder missile has been OK'd by the Naval Bureau of Ordnance. Improvements are being

worked on by Philco for this deadly, heat-seeking air-to-air missile. It is designed to fly up the exhaust of jet airplanes, exploding on contact or proximity.

Another of the "pushbutton" weapons, the Sidewinder requires only that the pilot point his plane in the general direction of an enemy and trigger the release. The 9-foot, 155 lb. missile finds its own way after that. Navy and Marine Corps groups, as well as Air Force, are arming some of their newest jet fighters with the Sidewinder.

Philco, in cooperation with Consolidated Electrodynamics Corp., is also working on a flight test system designed to test jet airliner performance. An initial system has been delivered to Douglas Aircraft Company, and is presently undergoing flight testing in conjunction with the new DC-8 program.

The high-speed, air-to-ground telemetry system operates on the newly assigned 1345-1465mc microwave telemetry band. It was designed and built by Philco's Western Development Laboratories in Palo Alto, Cal. It is a part of an airborne digital data-handling system which Consolidated Electrodynamics Corp. developed for Douglas. Manufacturing and marketing of the telemetry equipment is being handled by Philco's Government and Industrial Division.

FIXER FOILS FAZED FIDO



This was told by Dick Vozenilek, long-time Philco-Bendix service engineer and now ably holding down a key position as a product performance engineer at Philco's Nashville, Tenn. headquarters.

An appliance technician was called in by a customer who said her dog howled every time she turned on the automatic washer.

With tongue in cheek, the technician called at the customer's home. Sure enough, when the washer was turned on, the dog sat down in the middle of the kitchen floor, and howled miserably.

Quickly enough, the technician discovered that the dog only howled when the "spin" cycle was on. He sat and thought, and thought.

Finally, he folded a piece of electrical adhesive tape and slipped it behind an adjusting nut that kept tension on the drive belt.

When he tried the spin cycle again, the dog had lost interest. He's not exactly sure of what happened, but it seemed that somewhere in the drive belt assembly, an ultrasonic vibration was occurring, too high-pitched for human ears, but perfectly audible to Fido's keen hearing. When he put the tape into the assembly, it cut down or changed the rate of vibration and the disturbing "noise" didn't bother the pooch any more!

Now how do you charge for a job like this?

NEW PRODUCTS UNVEILED AT PHILCO CONVENTION

The Annual Distributors Convention was held in Philadelphia early in January. Philco introduced new lines of appliances, plus additions to the lines of electronic products, including television, radio and stereophonic phonographs.

Service came in for a large share of the discussions, and a special service display (part of which is shown on this month's cover) was a feature of the convention. The PFSS program and plans for 1959 were outlined for distributors.

Appliance Service District Representatives stayed on for four additional days of training on the new lines. They were indoctrinated in the service of the new products by Philco service engineers.

Service News

IN PICTURES



Service training in progress at Eshelman Supply Co., Lancaster, Pa. Trainees hold washer components while assembly is explained by Roger P. Legler (right) distributor service manager.

View of attendance at home laundry service training meeting conducted by Butterfield, Inc., Winston-Salem, N. C. Training was conducted by L. M. Jones, distributor service manager, and Joe Mastny, factory rep.



Available now at your Philco Distributor are these 1957 Yearbooks for television and radio. They include schematic diagrams, alignment procedures, base views, parts lists, production changes and other valuable information. These yearbooks consolidate all information issued separately on "E" line models.

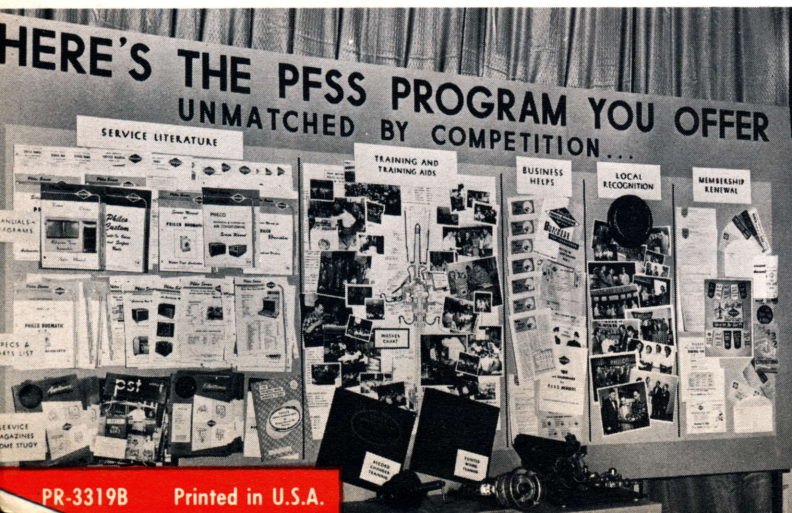
McComb Supply Co., Harlan, Ky., held a service training meeting at which door prizes were awarded. Above (left) Ross Mays holds camera kit he won. Joel R. (Speck) Warren (right) won a low-wattage soldering kit. Phillip Brogan, distributor service manager, stands in center. 18 service technicians attended the meeting.



Shown above are two views of an electronics service training meeting held recently by Roskin Distributors Inc., at East Hartford, Conn. In top photo is shown distributor service manager Max Frankel conducting training on the Predicta TV line. Lower photo shows a view of the attendance. Close attention expressed in the faces of the audience indicate how vital service training is to service technicians.

Pensacola Appliance Co., Pensacola, Fla., held an electronics service training meeting attended by 36 service technicians. Training was conducted by Jerry Arnold, distributor service manager, assisted by factory reps. Len Hardin and Webb Claybrook.

This is what the PFSS display looked like at the Distributors Convention held by Philco early in January. PFSS provides benefits for distributors as well as independent service technicians.



The Roycraft Co., Minneapolis, Minn., held an electronics service training meeting attended by 125 technicians. Jack Mattingly, factory rep., conducted training.

