

INCORPORATING THE PHILCO SERVICEMAN



post

PHILCO SERVICE TECHNICIAN

VOL. 1

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MARCH 1957

OFFICIAL PUBLICATION OF THE WORLD-WIDE PHILCO FACTORY-SUPERVISED SERVICE ORGANIZATION



CUSTOMER PSYCHOLOGY

A series of articles on "how to handle customers" begins in this issue. They are written by Joe Lydon, a Philco Corp. specialist in customer psychology. He has spent a good part of his life studying people and their reactions. The cover of this issue depicts the result of good "Customer Psychology".

... see page 3



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Supervised Service Organization.

RICHARD A. PHILLIPS Editor

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Philadelphia 40, Pa.

POLICY . . .

Philco Service Technician will strive to
"mirror" the activities of the thou-
sands of PFSS members and to pro-
vide them with useful and helpful in-
formation.

WRITE

We'll be glad to hear from
YOU on any news, views,
or comments — and es-
pecially pictures — for use
on the "Shop Talk" page.
All material that is suitable
will be used, as space
allows. You might also
have some ideas for the
"Monthly Awards," too.
Send all correspondence to
the address shown above.

THE Editor's WORKSHOP



Hi, fellas! There are a few things you can do to advertise and promote your business to get more calls.

First of all, there are basic things that any service business should use. For instance, listing your name under various service classifications in the "Yellow Pages" of the telephone directory is a good source of business. In most cases, there will be a PFSS trademark heading in the phone book; by listing your name under this you get the advantage of additional identification and prestige. In addition to a name listing, there are cases in which a display ad is worth an additional investment. There is a chance also that your distributor may be able to participate in the display ad cost with you. How far you go with display ads depends on the size and capacity of your business.

Another basic need is to have something to leave with your customers so that it will be easy for them to find your name and phone number the next time they need service. One simple means of doing this is to use a sticker, containing this information, that can be applied right to the product. If you are not now using stickers, your distributor can get them for you at low cost.

There are a few other basic points to consider, too. You should have printed invoices, stationery, etc.; good identification on your truck (or car), tool kit, etc. These business-like procedures will help give the customer more confidence in you. You'll look more official.

Using these basic ideas will help keep customers coming your way and coming back again. From here there are a million ways you can advertise to get business. By sticking to the "tried-and-true" methods, however, you'll have a better chance of not wasting money.

Direct mail can be very effective in getting service work. A postcard can very often do the trick and is inexpensive. You already have a gold-plated mailing list — your regular customers. Perhaps a few lines on a card to tell them you replace picture tubes when needed, install antennas, check air conditioners for the spring and summer seasons, or something similar will bring in some extra calls. This is an especially good idea for customers you haven't heard from for some time; it helps remind them that you're there when they need you.

Newspaper advertising can be effective, too. For best results it is usually necessary to run ads regularly. This means usually at least once a week, or more frequently if possible. It depends on how much you can afford for advertising as to whether newspaper advertising can be beneficial to you. Here again, your distributor may be able to participate in the cost with you.

These are a few of the things you should think about in keeping your business going and in getting more business. There are lots of other ideas, but if you follow some of these, you will have a solid foundation.

Customer PSYCHOLOGY

by JOE LYDON



Hello, Mr. Serviceman. I think you and I are going to have a lot of fun in this column and, best of all, I'm sure it can be beneficial to all of us.

We're going to discuss the one common repair job we all have . . . whether our specialty is electronics, appliances, or you name it . . . and that job is **FIXING CUSTOMERS**. And, when you stop to think, on many a call that irate customer has been harder to "repair" than the TV chassis or the refrigeration system that caused the call.

The tools for this job are common equipment for all of us. In the Customer Relations Tool Kit we'll find — the spoken word, the smile, the ear of good listening, and a simple understanding of human relations. Sum it all up — it's an attitude.

We've all tried to repair an appliance when the right tools were missing or we didn't have the right schematics with us . . . tough job, isn't it? Yet so many times most of us have "just one of those days." We get out on the wrong side of the bed to find no buttons on the shirt; the eggs are too hard; the coffee's too black; and the weather's lousy. The morning paper becomes one big obituary column as we ignore the wife, scream at the kids, and trip over the dog — just to find the neighbor's milkman is blocking the driveway.

Halfway to work we run out of gas next to the service station that doesn't open for twenty minutes yet.

Gassed and fired up we tear for the shop . . . the speedometer reads sixty and our minds are running ninety — with thoughts of what's wrong with the boss — the town's too small — we forgot to pay the phone bill — and the other guys get all the easy calls.

We drag into the shop, exchange nods, pick up the route sheet, and find the first call is fourteen miles away. So we stop for that fifteen minute coffee break, rev up the mental motor, and head for the job. It's the wrong address on a dead-end street. Now we play investigator until we finally find the place. We knock at the door like a jackhammer instead of using the bell . . . and her opening remark is "I THOUGHT YOU WERE NEVER GOING TO GET HERE!"

How's our mental attitude? Are we in shape for this call? Of course not!

How do we develop the right attitude? Well, first of all, it's easy. It begins with a little mental calisthenics every morning. No matter what the conditions of the moment . . . it's always a **GREAT DAY** . . . working for a **GREAT COMPANY** . . . and out there are the world's **GREATEST CUSTOMERS**. I'M GOING TO MAKE 'EM HAPPY. **ENTHUSIASM** . . . and to be enthusiastic is simple . . . just **ACT** enthusiastic. It gains its own momentum and it's the most contagious thing in the world.

Let's start our discussion by analyzing the customer. First of all,

she owns the appliance or television set. She paid for it with her husband's money. It's in her home. Her friends and neighbors have all seen it. It either provides hours of entertainment for the family or saves her hours of work. She often bragged about it. **AND IT DOESN'T WORK!**

Now, her husband's banged it, kicked it, perhaps even disassembled it . . . but he's plain unhandy. He's embarrassed — it still doesn't work. He blames her — she blames him — the battle's on . . . and now *they* CALL YOU. Brother, you're on the spot. You're the clergyman, the judge, lawyer, and technician — all rolled up in one. Good luck!

So on these calls of ours, many, many situations can and do come up that present problems in customer relations. Next issue we'll start on specific situations step by step, starting with the approach to the customer — the very knock at the door. In following issues we'll cover as many typical situations as possible, right down to collecting the money and leaving a satisfied customer.

You can be of help. Why not send in your favorite typical situation, or if you like, send in your favorite way of handling a typical situation. We'll use as many as possible in this column to promote an exchange of good ideas in customer repair.

Send in your customer problems and find out how Joe Lydon would answer them. Maybe you've found a good solution to some tough situation, too, so send that in as well.

Personalities IN SERVICE



Appliance Service Station of Seattle, Washington, is a hard-hitting organization specializing in service for all types of appliances.

Owner Robert F. McInnes plays an important part in this operation and devotes a good part of his time to getting new business. The firm, located at 1220 Westlake Ave., No., was opened in 1947, with three people. That was only the beginning. Since that time, the growth of the organization has been substantial, and today there are 21 people on the payroll.

Approximately 200 square miles of the Seattle area are covered by Appliance Service Station in making their calls. This includes Seattle and environs as well as portions of adjacent counties.

There are no figureheads in this business. Many of the personnel do more than their titles imply. For instance, Walt M. Dews, who is the manager, handles the dispatching of nine field men in addition to his other duties. Paul Meredith is shop foreman with six technicians under his supervision, and he spends time working on the appliances as well.

In addition to these men, there is a parts man, Kay Fukuma, whose job it is to keep the required supply of parts up-to-date and to expedite getting parts for any jobs being held up. To complete the organization, two girls handle the office duties.

Economy is an important factor in a concern like this, to keep operating costs at a minimum. Technicians, for instance, call in by phone from each job, this system being considered by the firm as less expensive than radio-phone dispatching. In-

side, a multiline phone installation is used because it is economical but quite adequate. However, an intercom system is used for communication from one part of the building to another to save time and effort (therefore, economical).

The variety of appliances serviced by Bob McInnes' group includes refrigerators, freezers, ranges, washers, dishwashers, air conditioners, disposers, hot water heaters, and ironers.

In addition to the regular equipment for handling this work, Appliance Service Station also has a spray room and facilities for refinishing any kind of cabinet. Also, there are 14 service vehicles, including two cars for supervision of field work.

The average number of service calls handled each week is approximately 300, and in addition to the regular appliance calls, some of the men occasionally do commercial work.

The Philco distributor covering the Seattle territory is Love Electric Company.



Shown above is a group photo taken at Appliance Service Station. At extreme left is Robert F. McInnes, owner; next to him, kneeling, is Kay Fukuma, parts man; manager Walt Dews is second from right; next to him, kneeling, is Paul Meredith, shop foreman.



Some of the service trucks are shown in an orderly "line-up". Members of the service group pose in front of the vehicles.



The large size of Appliance Service Station is evident in this view. Plenty of room is needed to house this operation.

Shop Talk

NEWS—VIEWS—COMMENTS
from PFSS members



WORCESTER, MASS.

(1) "Would like hints on Printed work service such as heating all 7 pins of discriminator transformer at once for removal.

(2) "Please separate TV from radio or refrigeration or washers or dryers in all publications."

Clement Dargneault
134 Main St.
(Percy's)

(1) This information is being sent to all distributor service managers. By checking with the service manager at the distributor in your area, you can probably get information on the approved procedures on how to handle this type of job. See Sept. 1955 issue of the "Supervisor", and also watch future issues.

(2) We try to keep service information separated according to product as much as possible. You will notice in the "Electronic Supervisor" and "Appliance Supervisor" that this is now being done.

—Ed.

* * *

CAPE TOWN, SOUTH AFRICA

"It is with much gratitude that I write you to express my thanks in being a Member of your World-Wide Association. It is to me indeed an honour . . .

"I must also thank you for the Service Supervisor which I find to be very helpful."

William Henry Griffiths
209 Lower Main Road
Observatory

Our thanks to the staff of Philco International Corp. for directing this letter to us for use in this publication, and we're always happy to bear of the distances that the Philco program covers.

—Ed.

* * *

RICHARDTON, N. DAKOTA

(1) "If Philco Corporation could standardize more, so that fewer replacement parts could service more models, then our distributors could more readily be convinced to carry more parts, so that when a customer's set goes out, we could get parts

in less than a month or two; then the customer, the serviceman and the distributor could all sleep better and be happier.

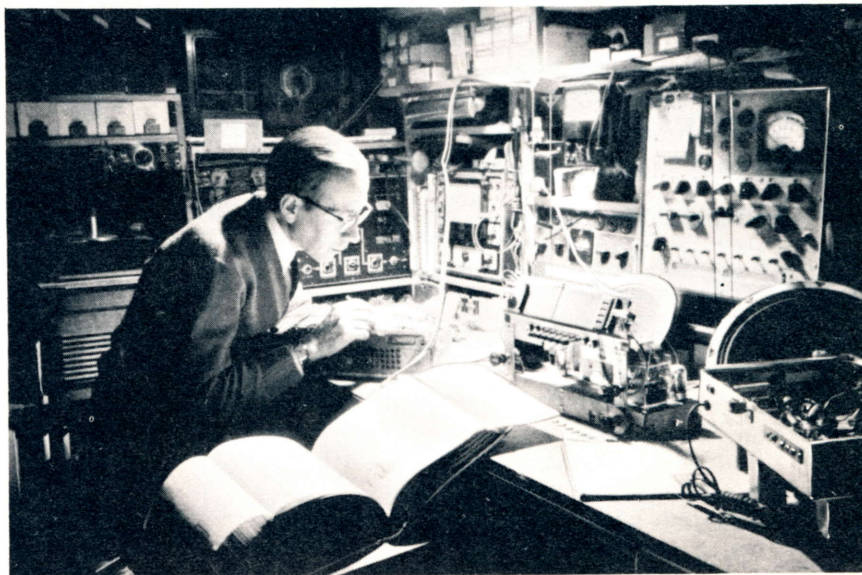
(2) "In general and specifically on the 440 chassis, if illustrations were available, it would make it easier to pick out the correct replacement parts needed."

John J. Mischel
(Johnny's Appliances)

(1) The idea of standardizing certainly would simplify a lot of things and would make this business less complex. But, you have to look at the reason for changes. Primarily the reason is to make product improvements, and without this, there would be no progress. Possibly the electronics and appliance industry is more subject to change than many other industries because it is so highly competitive. New developments are constantly being put into use as a result of this.

(2) Philco service manuals are usually very well illustrated. Please check manual PR-2937 — it should give you any of the information you need for the subject you mentioned.

—Ed.



F. Dreesch of Dreesch Radio Service, Flushing, N.Y., sends us this photo of a "corner of his shop". He says, "Have been pleased with the quality of material received in your monthly PFSS mailings. Note the Philco car radio 'under ether' and a chassis of yours 'neath the tube checker.'"

Distributor Bulletins

NEWS FROM DISTRIBUTORS ABOUT PFSS MEMBERS AND AREA ACTIVITIES



BOSTON, MASS.

"Jay Hughes, dispatcher for the Boston branch of the Philco Service Company, was presented a set of twins by his wife on January 30. They will be christened Jay and Christopher."

Robert J. Egan
J. H. Burke Co.

HARRISBURG, PA.

"We recently finished the first part of a training course for Color TV service in cooperation with the South Central Pennsylvania Radio and TV Association, at Chambersburg. We gave theory training there one night a week for a period of six or seven weeks. Dealers from around the

area sent their servicemen to attend, and the cooperation from the individual members and from the Association was excellent. The practical training will be held here soon, and we'll train two men at a time. The Association made me an honorary member, for which I'm very proud. Prizes will be awarded to the men who get the best grades, and presentation of certificates will be made at one of the Association meetings.

"Clare Seeley, formerly with Penn Appliance Co., former Crosley-Bendix distributor, has joined our organization and has been a big help to us."

Ed Phillips
John A. Blessing Co.

AWARDS

Continued from Page 8

"My way of changing this control is to remove bezel and light from control and remove 4 screws in true-zone plate. Then remove well from control capillary tubing. If there is no plastic tubing around old capillary tube, take the new plastic tubing and push over old control capillary tube until it comes out in the side opening by control. Now with the plastic tube in place, from the hole above the plate to the control opening, pull out old control being careful not to let plastic tube go back into insulation. Now the new control-capillary tube may be inserted and pushed through the plastic tube until it is in place. Replace well on tube and complete the job as usual.

"This may sound hard but once tried it works very successfully — especially when refrigerator is in an alcove where it is almost impossible to remove by one's self."

NOTE: Before removing control and feeler tube, observe whether the vinyl sleeve is positioned through food compartment tank impression. If not, pull sleeve into compartment approximately 1/4". If vinyl sleeve is not in proper position, it may be necessary to remove rear outer cover plate in order to install new control.

PFSS SHOP REPAIR TAGS

1. Three Perforated Sections
 - a. Customer's Claim Check
 - b. Shop Repair Record . . . in handy 3" x 5" size for filing.
 - c. Customer's Receipt . . . string ties card to TV or appliance for identification while in shop.
2. Each Section Numbered
3. Complete Record . . . from pick-up to delivery
4. Your Own Imprint . . . Name, Address, and Phone are imprinted on all tags for you.

ORDER FROM YOUR
PHILCO DISTRIBUTOR
Minimum Quantity: 500
Part No. PR-1705A

Z 48484		Z 48484	Z 48484
GUARANTEED REPAIRS MADE BY (IMPRINT)	SHOP REPAIR RECORD	CUSTOMER'S CLAIM CHECK (IMPRINT)	ALL WORK GUARANTEED
	Date _____		
	Name _____		
	Address _____		
	Make _____ Model _____ Serial No. _____		
	In Warranty _____ Out of Warranty _____		
	Complaint _____		
	Date Promised _____		
	<small>PH 1706A</small>		<small>PRINTED IN U. S. A.</small>
CUSTOMER'S RECEIPT	MATERIAL	LABOR	
MATERIAL			
LABOR			
Tax			
TOTAL			

Mr. Service Dealer

Nationwide campaign breaks to bring you tremendous sales and profits on

PHILCO Star-Bright 20/20

ALUMINIZED PICTURE TUBES



Don't squint at a "tired" picture tube any longer!

Today... get a picture you never dreamed possible on your old TV

WITH A
PHILCO
Star Bright 20/20
ALUMINIZED
PICTURE TUBE

The only replacement picture tube for any TV that's doubly protected by written bond and warranty. Call your authorized Philco Service Dealer now.



Marion McLaughlin - Miss America, 1957

Millions of TV set owners will be told to phone service dealers immediately for a picture tube replacement

For 8 consecutive weeks the Philco Star-Bright 20/20 Aluminized Picture Tube story will be told in TV Guide... reaching millions of TV set owners each week. This means big replacement business for you. Have stock on hand and prepare to cash in.



Clearest, Most lifelike picture for any TV. And only Philco gives you this double edged selling tool

Philco Star-Bright 20/20 is the only picture tube that's BONDED to have all new picture making parts... plus full year replacement warranty. This offers double protection to your customers.

Philco Corporation Accessory Division
"A" Street & Allegheny Ave.
Philadelphia 34, Pa.

Please send information on Philco Star-Bright 20/20 Aluminized Picture Tubes.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Be ready when your phone starts ringing! See your Philco Distributor or mail this coupon at once!

PHILCO CORPORATION

ACCESSORY DIVISION PHILA. 34, PA.

MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

this month's \$20.00 AWARD

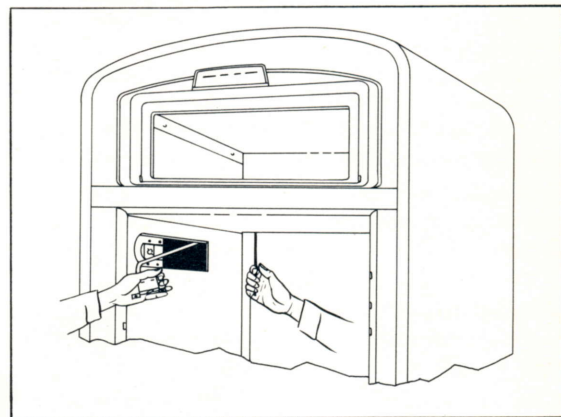
1st

"Here is an idea for changing the True-Zone plate control in most of your Philco two temp refrigerators. The usual procedure is to unplug the refrigerator and move from the wall so that the screws holding the back plate may be removed to gain access to the rear of freezer and plate.

"The plate and control bezel as well as light have to be removed. As in the case of H1137, the control would be 5530-112 or the kit which supplies tubing, well, and control.

Continued on Page 6

Kenneth Walker
2325 Victoria Drive
Racine, Wisconsin
(Gayhart-Walker)

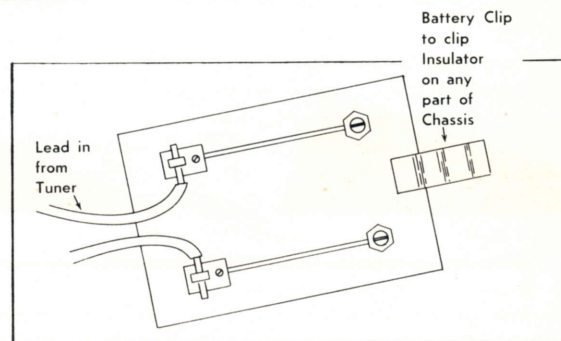


this month's \$10.00 AWARD

2nd

"I built this board for use on sets I bring into the shop. Many TV sets like Philco and other brands do not have a regular antenna terminal after you pull set, so I take the male lugs on end of antenna lead and insert as shown in drawing. Antenna at shop has clothes pin type clip — so this goes to screw heads".

Boulevard Radio & TV
2582 Haverford Rd.
Ardmore, Pa.

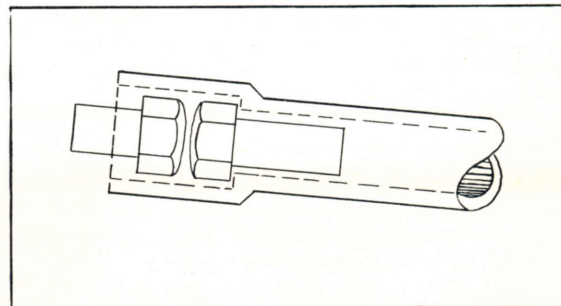


this month's \$5.00 AWARD

3rd

"Sometimes you get a 1/4" spin-tite type wrench that just takes the 1/4" bolt into its opening without enough clearance to start the thread. Try putting another 1/4" bolt inside the wrench, head up, and then put your 1/4" bolt on top of it. It will give you just that added thread clearance to get your bolt started."

George Ulrichny
603 Lantana Ave.
Lantana, Florida
(Arcade Electric Co.)



Send in your ideas . . . you may be a winner, too. It might be something you do every day . . . but it might help others. Enclose photographs if possible (or even a rough sketch) to illustrate your idea. We will consider all suitable items.

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