



DEALER PARTS and SERVICE BULLETIN

Hap Alzina 3074 Broadway Oakland 11, Calif.

INDEX

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= SUBJECTS =

TELEPHONE PARTS ORDERS

PARTS ORDER BY PHONE DO NOT HAVE PRIORITY!!

Your parts order rendered by telephone DOES NOT assume a priority and in actuality is generally delayed by one day over parts orders received by mail AS TELEPHONED ORDERS GO TO THE BOTTOM OF THE STACK.

= WE REGRET WE CANNOT GIVE SPECIAL PREFERENCE TO TELEPHONED ORDERS =

If you have a genuine emergency we shall always be glad to make every effort to expedite service for the EMERGENCY NEED but not for stock items.

In effect, the dealer who telephones a regular order in anticipation of preferred service by virtue of the telephone is muchly in the position of a person dashing up to a block-long line at a theater box-office, by-passing the line and rushing direct to the cashier with a demand for an admission ticket. The need is the same as the others in the line but the method would certainly not be recognized or accepted.

Summer is our busiest season with our staff working diligently to render ALL dealers the best possible service during their (the dealer's) busiest season. And the dealer who anticipates his needs, completes a properly considered and rendered mail order is entitled to his share of that available service. He cannot be shunted aside for a succession of telephoned orders that are last minute thoughts. A succession of laboriously transcribed telephone orders will take one man out of the staff for an entire day.

STOCK MORE PARTS. IF YOUR STOCKS ARE ADEQUATE FOR PROPER BSA SERVICE TO YOUR CUSTOMERS THE NEED FOR SPECIAL TELEPHONE ORDERS IS OBIATED. YOU SAVE MONEY ON PHONE CALLS, YOU SAVE MONEY IN SHIPPING CHARGES AND YOU RENDER BETTER SERVICE THAT WILL INCREASE YOUR PROFITS. EVERY DEALER IS ENTITLED TO OUR BEST EFFORT AT SERVICE. THOSE WHO TELEPHONE ARE A MINORITY AND CANNOT BE ACCORDED A SPECIAL POSITION.