

# **Society for American Industry**

*"We Must Work Together or We Will Sink Separately"*

## **A Prescription to Help Chrysler, Ford and General Motors Win Back America and Cure the Detroit Blues**

### **Summary**

To help restore American manufacturing to # 1 we invite all interested parties to join the **Society for American Industry**. Our agenda is simple but not easy. 1) Unite and speak with one voice. 2) Promote a strong Buying American™ campaign. 3) Apply pressure as needed until government stands up for American manufacturers and workers. 4) Create a "two way street" trade team. 5) Design high impact **Magnet Projects™** to revitalize vital industries. Project # 1: **U.S. WheelHouse™** – sales and financing of a Chrysler, Ford or General Motors car or truck and a factory-built home in **Ride and Reside™** packages at **Metro Marketing Centers™**.

*Oak Brook, IL This is an open letter to the Big Guys at the Big Three (Troy Clarke, Mark Fields, Bill Ford, Mark LaNeve, Tom LaSorda, Bob Lutz, Alan Mulally, Bob Nardelli, John Snow and Rick Wagoner from the **Society for American Industry**\*(1). Ron Gettelfinger may also find it interesting.*

You can be America's car and truck companies again if you do something new, something old, something borrowed and something bold.

A cold look at the current car and truck manufacturing scene leads to these conclusions. This is not 1957 when it was Ford vs. Chevrolet, Chrysler vs. Buick and Lincoln vs. Cadillac. In 2007 it is American cars and trucks vs. the other kind. This is not labor vs. management. This is our survival vs. going down the tubes. We must think "outside the box" and keep our feet planted on the ground at the same time."

When it comes to manufacturing, jobs, foreign trade and national security, let us remember that as Americans, we are ALL on the home team.

If the United States industrial sector is weak, we have very little national security.

With this ultimate reality show in mind, what can Chrysler, Ford and General Motors do to win back the hearts and minds of the American people?

You have already taken several major painful steps. You have reduced your structural costs significantly despite tremendous obstacles. This will help you stay in business.

You have made great strides in product quality and reliability. American car, SUV and truck quality is competitive with any world brand and better than most. But still the public misconception lingers. The problem is much like the fallacies about factory-built housing. The truth is that engineered residential and commercial components from a factory are superior in dimensional accuracy, structural integrity, and overall quality control. Would anyone assemble a new car from a pallet of parts in the driveway?

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In both cases, news of the better quality has not been effectively communicated to American buyers. To help convince Americans to buy American cars, SUVs and trucks, this news must be touted and shouted by all Big Three ad agencies, publicists, executives and employees.

You can reduce factory and dealer marketing costs, including advertising and costly incentives if you join a new All-American cooperative marketing program under the banner of **U.S. WheelHouse™**. This concept goes several steps beyond the "auto mall" in a dramatic fashion by introducing the **Metro Marketing Center™**.

You can boost morale, improve teamwork and increase productivity if you turn to an old friend. Revive the **Sales Analysis Institute (SAI™)** program that has worked so well in the past for at least two of the Big Three\*(2), McDonnell Douglas, Boeing, GE, Xerox and many other corporate icons\*(3). Since 1932 **SAI™**\*(4) has proven to increase customer satisfaction, sales and profitability during tough and highly competitive times.

You can regain the trust and loyalty of American buyers if you borrow a mantra from your most formidable competitor (Toyota). "We must always strive to be better, and never be complacent". Your mission should also stress that all functions from design to delivery consider the customers' viewpoint and satisfy their personal and product demands. This will be much easier to achieve after training your managers and supervisors, from chairman to foreman, with the **Sales Analysis Institute Listener's Viewpoint™** \* (5) methods of analysis and communications skills.

You will put "Big" back in Big Three by joining a bold new All-American enterprise. You can show your concern for your fellow Americans by offering shopping convenience and easy financing for their two most vital needs. The **U.S. WheelHouse™** \*(6) "Ride and Reside™" program offers a reliable new car, SUV or truck and a quality new home.

There will be no need for Chrysler, Ford or General Motors to go into the home building business other than to offer finance packages. Literally hundreds of engineered home building factories and their local builder/dealer networks can handle erection and finishing of homes, town-houses and condo buildings across America.

The **Metro Marketing Center™** car and truck showrooms can be staffed by your local dealers and the model homes can be staffed by local builder/dealers who represent the engineered building factories. As an alternative, specially trained **U.S. WheelHouse™** staff can man the showrooms. \*(7)

Something new, something old, something borrowed and something bold will help you win back America and cure the Detroit Blues. These concepts will help the Big Three survive and thrive in the foreseeable future.

After all, how many Americans want to see an America without Chrysler, Ford or General Motors?

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- \* (1) <http://www.societyforamericanindustry.org>
- \* (2) <http://www.sai-international.com/22401.html>
- \* (3) <http://www.sai-international.com/35202.html>
- \* (4) <http://www.sai-international.com>
- \* (5) <http://www.sai-international.com/32102.html>
- \* (6) <http://www.societyforamericanindustry.org/Magnet.html>
- \* (7) <http://www.societyforamericanindustry.org/Metro.html>

Post and read comments and link to the U.S. WheelHouse Blog:

<http://www.uswheelhouse.us>