

SERVICE Manager Meeting Planner

This meeting planner is a tool that you can use to expand your training by using information from this month's *Consultant* magazine.

Article & Page	Activity	Manager's Script
A Sparkling Finish Page 2 Approx. 10 min.	<p>Opener/Energizer. An energizer helps loosen people up and gets them thinking about the material and its practical application within the dealership, particularly to their job.</p> <p>This exercise is designed to get your participants to discuss and share some stories about providing service that goes past meeting the customer's basic needs.</p> <p>The story outlines what one consultant did to help a customer that had nothing to do with their vehicle's need.</p>	<p>In the article <i>A Sparkling Finish</i>, the author writes about a consultant who listened to a customer's tale of woe about having lost a diamond out of his wife's ring. After the service was performed, on a hunch, the consultant carefully examined the vehicle interior where he found the missing gem.</p> <p>This is a story of a very connected service provider. He considered his customer's plight and took the initiative to jump in and help to the extent he could. I'd like to hear from you – please tell me:</p> <ol style="list-style-type: none"> 1. Tell us a story about when you did something similar for one of your customers. 2. Are we missing opportunities to create great stories like this? If so, what can we do to take advantage of such opportunities?
Avoid Saying "No"... Page 14 Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to evaluate the business in terms of the frequency and speed with which customers are told, "No."</p> <p>Your objective should be to get consultant to at least slow down their compulsion to say, "No." Saying "No" usually leads to the customer asking "why?" – which is a complaint. Reduce the number of times your customer hears "No" and you reduce complaints.</p> <p>Be sure everyone has read the article and have a copy on hand for your discussion.</p>	<p>In the article <i>Avoid Saying "No"</i> ... the author writes about how saying "No" too quickly can increase customer defection. In the story, the customer's vehicle (8,000 miles out of warranty) was having some transmission trouble. Hoping to trade on his loyalty to the dealership, the customer wanted to limit his cost exposure. The consultant was quick to say "No" to the request.</p> <p>The article suggests a few ideas about the wisdom of delaying the "No." Please answer the following questions:</p> <ol style="list-style-type: none"> 1. Are we too quick to say "No?" If so, when and what would you suggest we change? 2. When a rule compels us to say, "No," what would you suggest we do differently?
All Approx. 5 min.	<p>Wrap Up — The objective is to have your consultants provide feedback about information they found relevant and helpful in the magazine that was not covered in the meeting.</p> <p>Tip: <i>Do not adjourn without a response to this question. (You may need to offer your own answer and then ask what each person thinks about it.)</i></p> <p>Tip: <i>Another objective of this activity is to set the stage for next month's meeting. Consultants will prepare to answer the questions you may ask. This is a way to hold them accountable for reading the magazine.</i></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • A Sparkling Finish • Avoid Saying "No" <p>In addition to these subjects, what other one article or bit of information stands out for you in this month's <i>Consultant</i> magazine?</p>