

# 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
<b>Time for a Change in Thinking</b> Pages 8 & 9  Approx. 10 min.	<p><b>Opener/Energizer.</b> 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 think about the things they have done to create meaningful connections with their customers. You may also choose to have them think about instances where as a customer they have knowingly passed up a better price just to get service from an exceptional service provider.</p>	<p>In the article <i>Time for a Change in Thinking</i>, the author writes about the need to change our thinking about the kind of service we provide to our customers. The author stresses the point that customers will very often knowingly pay more for a product or service because of the relationships they have developed with service providers.</p> <p>With all this in mind, please tell me:</p> <ol style="list-style-type: none"> <li>1. Do you have customers that appreciate your service such that will only come to you? If yes, please explain.</li> <li>2. As customer, do you have someone who is a service provider who you consider essential? If yes, describe what is so special about them.</li> </ol>
<b>Turning Anger Around</b> Page 10  Approx. 15 min.	<p>This is a discussion that is designed to get best practices from your participants. Dealing with angry customers is at best a challenge. Here you will be asking your participants to evaluate the content of the article and to add their own expertise.</p> <p>Your objective should be to develop a list of actionable behaviors.</p>	<p>In the article <i>Turning Around Anger</i>, the author offers four bits of advice for dealing with angry customers. Tell me:</p> <ol style="list-style-type: none"> <li>1. Which of the suggestions is the best and why?</li> <li>2. Which suggestion do you think needs to be fleshed out or improved and what would you do to improve it?</li> <li>3. Beside the suggestions in the article what do you do to deal with angry customers?</li> </ol>
<b>All</b>  Approx. 5 min.	<p><b>Wrap Up —</b> 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• Time for a Change in Thinking</li> <li>• Turning Anger Around</li> </ul> <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>