

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
Servicing Cars with Cookies Page 4 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 staff to discuss and debate the merits of your current customer amenities. The objective will be to identify strengths and weaknesses that exist.</p> <p>The article author suggests that a business needs to have amenity strategies that help them maximize the customer's experience.</p>	<p>In the article, <u>Servicing Cars with Cookies</u>, the author writes about the value of customer amenities. He perceives these things as the way to distinguish our service and improve the customer's value perception.</p> <p>What I would like to do is a little brainstorming around how to improve the effectiveness of our own program. Please tell me:</p> <ol style="list-style-type: none"> 1. What is the primary strength of our program? What do people like most and how can we leverage it further? 2. What are the weaknesses of our program? What could be done to remedy the weakness? 3. What should we offer that we don't and what would be the best way to present it to our customers?
Cover Story Retention is the Result not a Step Pages 8 & 9 Approx. 15 min.	<p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>This exercise is designed to get your people to think about how existing customer retention programs can be made better by virtue of how they are implemented.</p> <p>You can have your people identify a program to improve or you can choose one yourself.</p>	<p>In the <u>Cover Story</u>, the author writes about how a retention program is only as good as the people who support or promote it. I'd like to consider one of our retention programs and discuss how we might breathe new life into it. Please tell me:</p> <ol style="list-style-type: none"> 1. What is the primary impediment to the program working in the best possible way? What could we do to mitigate the impediment? 2. Name two things we could do improve the impact the program has on our customer's experience. 3. What other retention program do you think needs a tune up in our dealership?
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"> • Servicing Cars with Cookies • Retention is the Result not a Step <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>