

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
Accept Responsibility 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 article seeks to help readers understand the need to avoid instances where the customer feels that their needs are not being met with appropriate urgency or by consultants who react to their needs with disdain.</p>	<p>In the article, <u>Accept Responsibility</u> the author writes about a customer who defected because the consultant would not believe his customer was right about the dealership being responsible for a problem he encountered after a repair.</p> <p>Please tell me, if this happened to you, what specific steps would take to deal with the customer without causing him to defect?</p> <p>If you discovered that it wasn't our fault, how would you explain it so as to avoid making things worse or losing the customer?</p>
Maintenance Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to discuss some methods for ensuring customers follow their maintenance schedule.</p> <p>Be sure everyone has had the chance to read the article.</p> <p>One thing you may want to concentrate on is how your consultants will convince lease customers to perform regular maintenance.</p>	<p>In the Cover Story the author writes about the importance of getting customers to follow the maintenance schedule for their vehicle. I'd like to know what you're confronting in this regard.</p> <ol style="list-style-type: none"> 1. What kinds of push back are you getting from customers about maintenance? 2. What have you found works to change their minds? 3. How are you/should you address this issue with lease customers? Which of the elements at the bottom of the article do you think will work? 4. What do we need to do on a grander scale to get people to do regular maintenance?
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"> • Accept Responsibility • Maintenance <p>In addition to these subjects, what other one article or bit of information stands out for you in this month's <u>Consultant</u> magazine?</p>