

GET THE MOST OUT OF YOUR MEETINGS

- ✓ Use this planner to conduct short meetings each month using material from Consultant magazine.
- ✓ All you need to say and do is right here.
- ✓ Meeting times are short.
- ✓ Lessons are designed to improve performance and results of your Consultants.

Article & Page	Activity	Manager's Script
<p>The Art of Apology Page 4</p> <p>Approx. 10 min.</p>	<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 talk about the best ways to apologize for a complete and certain recovery to an error.</p> <p>The key is speed and the key to speed is a predisposition to believe your customer. We want to move away from confrontation.</p>	<p>In the article <u>The Art of Apology</u> the author writes about how when an error is made a sincere apology must follow and it must be done well and quickly. The well spring of a sincere apology is empathy for how your customer feels.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. Do we do a good job listening to and understanding the problems customers bring. How could we improve. (i.e., documenting) 2. Tell me what's necessary for a customer to perceive us as sincerely wanting to solve the problem. (act soon and with purpose) 3. How would one overcome the difficulty of having to invite a previously wronged customer back. Tell me, how would that sound?
<p>Stepping Stones Page 7</p> <p>Approx. 15 min.</p>	<p>This article has to do with reinforcing great experiences around scheduled maintenance.</p> <p>You will provide your team scenarios that occur regularly which they will need to develop/display an aptitude to keep the customer and provide the best explanation possible.</p>	<p>In the article, <u>Stepping Stones</u>, the author wrote about how maintenance visits present an opportunity to step out and do great work for your customer. Have your participants suggest ways to maximize the following:</p> <ol style="list-style-type: none"> 1. A customer who thinks maintenance is just LOF. 2. A customer you want to understand the importance and function of MPVI. 3. A walk-in customer who really needs you to be there for him. How would you maximize the fact you squeezed them into a busy schedule. Make the customer feel important.
<p>All</p> <p>Approx. 5 min.</p>	<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.</i></p> <p>Tip: <i>Another objective 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"> • The Art of Apology • Stepping Stones <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>