

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
Taking an Extra Step Page 6 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 practical experience and related tips for the purpose of building relationships around consumer education.</p> <p>The more familiar your customer is with their product, the more satisfied they will be with its performance. The objective is to tie your consultant to your customer through education.</p>	<p>In the article <i>Taking an Extra Step</i>, the author writes about how consultants can connect to their customers through product education. The idea is for the customer to see us as a good place to come for products and service and to top that off with consultants who help maximize their ownership experience. In Parts it can mean helping our wholesale accounts perform a complete repair the first time through.</p> <ol style="list-style-type: none"> 1. What are our strengths in relation to product knowledge and what can we do to leverage those strengths more effectively? 2. What is it that our customers need to know about their vehicles or our products that we can help them with? 3. Name one thing we could do that would result in our customers seeing us as <i>"the experts."</i>
Just Don't Talk It — Walk It Page 14 Approx. 15 min.	<p>This is a discussion that is designed to get your consultants to better understand the content of the article in terms of their own experiences as service providers and customers.</p> <p>You must be open to hearing criticism about your own organization. Your consultants know when customers are distrustful about service or for example, about claims made in advertising that don't come true in their experience.</p> <p>Discuss with your consultants what it is that makes it most difficult to be honest about errors.</p>	<p>In the article <i>Just Don't Talk It — Walk It</i>, the author writes about honesty. In particular he claims that the best way to demonstrate that you are an honest person is to admit to errors quickly and emphatically. He suggests that an error is an opportunity to build trust — if you're ready. Please tell me:</p> <ol style="list-style-type: none"> 1. Share a story about a time you admitted to a mistake and discuss the customer's reaction? 2. Describe an instance where a service provider admitted an error to you. What was your reaction? 3. As an organization, what kinds of errors do we make that we don't necessarily take responsibility for? 4. Where do we have the most difficulty building trust with our customers?
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"> • Taking an Extra Step • Just Don't Talk It — Walk It. <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>