

PARTS 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
I Was Floored 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 participants to think about the things they can do in the face of a customer's price challenge.</p> <p>Beyond the three strategies outlined in the article — get your participants to share how they deal with price objections.</p>	<p>In the article <i>I Was Floored</i>, the author writes about the importance of meeting a customer's price objections with information that is in their best interests. The author says there are three things to discuss: technician skills, OE parts, and our commitment to exceptional customer service.</p> <p>Which of the points that he makes in the article are most beneficial to you? Explain why.</p> <p>In addition to what the author's suggestions, tell me two things you do when confronted with this challenge.</p>
Early Connections Pages 8, 9, 15 Approx. 15 min.	<p>This is a discussion that is designed to get your participants to start thinking differently about the interactions they have with their customers.</p> <p>The purpose of this series of articles is to help people understand the value of establishing relationships with customers. A relationship will insulate you against errors and will help you protect your profit margins. People who are happy with their service providers will often pay more for a product or service they can get at a lower cost elsewhere.</p>	<p>In the article <i>Early Connections</i>, the author writes about the value of establishing relationships with customers. His point is that a transaction is an easy thing to break with whereas a relationship is much different — a relationship is much more difficult to break with.</p> <p>Please tell me which aspects of the article make special sense in this regard.</p> <p>Please tell me three things you do that are relational.</p> <p>Please tell me what our company can do to make it easier to connect with customers in the most meaningful way possible.</p>
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"> • <i>I Was Floored</i> • <i>Early Connections</i> <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>