

# 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
<p><b>Don't Let a Spinning Plate Break</b> Page 5</p> <p>Approx. 10 min.</p>	<p><b>Opener/Energizer.</b> 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 tell you which of your current processes are flawed in the context of needing to be updated or more effectively implemented in their current form.</p>	<p>In the article, <u>Don't Let a Spinning Plate Break</u>, the author writes about how sometimes the customer experience is adversely affected by a process that is either flawed and badly in need of an update or by the fact that it is not being consistently implemented by Parts and Service Consultants.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> <li>1. Which of our processes is the most flawed in the context of needing to be updated? What doesn't work because it's too old or irrelevant? What should be done to change it for the better?</li> <li>2. Which of our processes is good in design but is not being consistently implemented? What should be done to breathe life back into it?</li> </ol>
<p><b>There is No Loyalty in Price</b> Page 9</p> <p>Approx. 15 min.</p>	<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>The objective of this exercise is to have your group confront the reality of price pressure that customers are placing on your business. You cannot afford to give away your margins.</p> <p>One way to keep your margins is to ensure your people have a good value story.</p>	<p>In the Cover Story the author confronts the reality of the modern business where the company that seeks to be the lowest price is at the mercy of any competitor that is willing to go a little lower. The idea is to push back (gently) with the elements of value – quality and service. When a customer understands how he benefits from our quality and your service (your relationship) you can ask for and get a higher price.</p> <p>Pretend that I am your customer and I have complained that some brake work can be done elsewhere for \$30 less. Tell me what you would tell your customer about the quality of our products and repair work and what you would say stands out about the service you provide or the relationship you have built with them.</p>
<p><b>All</b></p> <p>Approx. 5 min.</p>	<p><b>Wrap Up</b> — 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• Don't let a spinning plate break</li> <li>• There is no loyalty in price</li> </ul> <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>