

# 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
<b>Be A James</b> Page 4  Approx. 10 min.	<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 article is a means for helping participants create a narrative about their strengths and the means by which they bring value to the organization. Help your people craft a story about the good things they do and how they help you create a service distinction.</p>	<p>In the article <u>Be A James</u>, Corky tells the story of a young man who served him popcorn and snacks at a local theater. James stood out and his best attributes became clear to all those he served. I'd like you to craft a story of your service. Please tell me:</p> <ol style="list-style-type: none"> <li>1. One way you brighten the day of your customer.</li> <li>2. Identify one thing about your service style that customers appreciate.</li> <li>3. How do you keep your composure when things get really busy or especially tough?</li> </ol>
<b>Use Your Card – Grow Your Business</b> Page 10  Approx. 15 min.	<p>The objective of this exercise is to discuss some methods for getting the message about your business out via your consultant's business card.</p> <p>How will your consultants engage their customer with this device and how can it be used to bring in new customers?</p> <p>Encourage your consultants to see the business card as a way of amplifying their success and reach.</p>	<p>In the article <u>Use Your Card – Grow Your Business</u> the author writes about how the business card can be used to some very productive purposes. In consideration of our business cards please tell me:</p> <ol style="list-style-type: none"> <li>1. Name some changes that you would make to improve our card. Please explain.</li> <li>2. Should we use the card to encourage existing customers to have their friends and family visit us? How?</li> <li>3. ID one other aspect of the article that we should consider.</li> </ol>
<b>All</b>  Approx. 5 min.	<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>• Be A James</li> <li>• Business Cards</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>