

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>The Upside of Comebacks Page 6</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>The article outlines how it is important to treat comebacks as a rare occurrence. It is unproductive to treat them routinely as the customer can come away thinking it happens all the time.</p>	<p>In the article <u>The Upside of Comebacks</u> the author cautions readers about how comebacks — if they are not handled correctly — can be ruinous. Here are the things he says about how to correctly deal with comebacks. In each case tell me if we are satisfactory or unsatisfactory.</p> <ol style="list-style-type: none"> 1. React to the claim with empathy and express how it's unacceptable. 2. Accept complete responsibility 3. Explain how the problem will be solved 4. The comeback experience must be different from the customer's initial experience.
<p>Organized Pages 8 & 9</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to help your consultants understand the importance of being organized.</p> <p>You will review a few elements and ask for some self-assessment and ideas for improving organization.</p> <p>You will get freer admissions of organizational weakness if you reveal one of your own first.</p> <p>Make sure everyone has their own copy of the article.</p>	<p>In the article <u>Organized</u> the author outlines 8 traits of an organized person. Please tell me:</p> <ol style="list-style-type: none"> 1. One of the eight in the article that you want to work on personally. 2. One that our company needs to work on.
<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. (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"> • The Upside of Comebacks • Organized <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>