

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
Mind Your Manners Page 8 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 evaluate things that employees do in front of customers that may cause a customer to take exception.</p>	<p>In the article <i>Mind Your Manners</i>, the author writes about how it is unacceptable to eat in front of customers. The example in the magazine is a bit extreme, but we have to realize that we're on stage with our customers and our choices can affect their perceptions. Tell me:</p> <ol style="list-style-type: none"> 1. Do we have food and drink policies that need to be changed? 2. Do our smoking policies cause any problems for customers? 3. Are there any other activities that customers can see us do that should be changed?
Delay Your Decline Page 6 Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to develop strategies for getting customers who want to delay service into taking action.</p> <p>If your dealership already allows consultants to pull discounts forward, ask what more can be done to incentivize the customer to act.</p> <p>Review, discuss and refine the process consultants use to get appointment commitments.</p>	<p>In the article <i>Delay Your Decline</i>, the author writes about things that can be done to reduce delayed services. In particular, consultants should pull discounts that might be offered by the BDC forward as an incentive to act and/or set appointments to ensure the customer's return. Please tell me:</p> <ol style="list-style-type: none"> 1. Should we adopt the policy of pulling discounts forward? 2. How can we be more effective in getting customers to commit to appointments for delayed services? 3. What else can be done to reduce delayed services?
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"> • Minding Your Manners • Delaying Your Decline <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>