

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
From the Desk of Corky Brabbs Page 2 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 their personal brand.</p> <p>You will be encouraging each person to identify what they want people to remember about the service they provide.</p> <p>Your objective is to get each participant to identify three things that they want others to perceive about them.</p>	<p>In Corky's column, Corky writes about the importance of building your personal brand. Your personal brand is how your customer perceives your service.</p> <p>Specifically, what do you want customers to think about you as they reflect on the service you have provided?</p> <p>For example, Corky mentions McDonald's. Their brand is primarily rooted in the fact that their food tastes the same everywhere you go. So, consistency is an important part of their brand.</p> <p>Tell me three things that you want your customer to think about your service. What do you want people to remember about your brand of service?</p>
Solve the Problem, Keep the Customer Page 10 Approx. 15 min.	<p>This is a discussion that is designed to get your consultants to share some thinking and best practices in relation to dealing effectively with busy periods.</p> <p>Generally, when it gets busy we tend to be less flexible in terms of meeting any special needs the customer may have.</p> <p>The story illustrated how a consultant largely ignored the customer's circumstances and was essentially unwilling to work the customer into a busy schedule.</p> <p>Such circumstances can and will cause defection.</p>	<p>In the article <i>Solve the Problem, Keep the Customer</i>, the author writes about an instance where a customer had a need for the dealership to install winter tires on his vehicle so that he could make an important meeting.</p> <p>The consultant largely ignored the customer's plight and was indifferent to his needs. The consultant used the fact that the dealership was busy to essentially turn the customer away.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. Does this kind of thing happen here? 2. What can we do to prevent turning people away when it gets busy? 3. What makes accommodating a customer (during busy times) the toughest?
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"> • Corky's Comments • Solve the Problem, Keep the Customer. <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>