

PARTS 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
Delivering the Goods Page 6 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 ways that they can surprise a customer with exceptional service.</p> <p>Think about the kinds of requests or needs customers sometime have that are unusual but nonetheless represent an opportunity to create a memorable service story.</p>	<p>In the article <i>Delivering the Goods</i>, the author writes about some exceptional service that some Trader Joe's employees delivered for a customer's elderly father. It was Christmas time and the man was snowed in and in need of food.</p> <p>The son had contacted several stores and each refused to conduct a delivery. When he called Trader Joe's he discovered that they did not deliver either. Despite the policy against delivery, the employees decided to make an exception and not only deliver the needed groceries, but to do so at no charge.</p> <p>What do you do when a customer makes a request that is out of the routine or not customary? What should we do in such cases to maximize the opportunity that a special request presents? What process would you suggest?</p>
Cover Story The Vehicle Pages 8,9,15 Approx. 15 min.	<p>This is a discussion that is designed to get your participants to start thinking about how the customer's vehicle presents a great opportunity to connect and provide memorable service.</p> <p>The purpose of this series of articles is to help people understand the value of establishing relationships with customers. A relationship will insulate you against errors and will help you protect your profit margins. People who are happy with their service providers will willing pay more for a product or service they can get at a lower cost elsewhere.</p>	<p>In the article <i>The Vehicle</i>, the author writes about how the customer's vehicle presents an excellent opportunity to connect in a meaningful way. The article outlines the wisdom of consultant's knowing about the unique features of the vehicles they service. Special paint and wheels make a car stand out and should not be ignored. Many customer will expect positive feedback from people in Parts and Service.</p> <p>Please tell me:</p> <p>What kinds of things that are part of what came with the vehicle are vehicle owners especially proud of?</p> <p>What are some of the things you try to notice and what are some of the things you say about these things when you see them?</p> <p>Does paying attention to these things work to the purpose of connecting with your customer?</p>
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"> • Delivering the Goods • The Vehicle <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>