

# 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   |
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| <b>What Makes You Unique?</b><br>Page 7<br><br>Approx.<br>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 exercise is designed to get your staff to identify the aspects of your dealership – and more specifically your department and the service you provide that stand out from your competitors.</p> <p>Things like extended hours and shuttle service are no longer substantial differentiators. You must dig deeper and create a more compelling story.</p>   | <p>In the article, <u>What Makes You Unique</u>, the author writes about some of the unique characteristics of Disney. Our objective is to be sure we are clear about the kinds of things that make us unique in the business as well as some things we might do to further differentiate our customer's experience. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What is the story of our dealership and specifically our department? What do we do that stands out? What do we want to be sure our customer knows about the exceptional service we provide?</li> <li>2. What are some things that you think we could do to create a further distinction from our competitors? What kind of changes could we make that would have a positive impact on our customer's perception?</li> </ol> |
| <b>Being Helpful</b><br>Pages 8 & 9<br><br>Approx.<br>15 min.     | <p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>The objective of this exercise is to have your group discuss how your department and your consultants are helpful with your customers. Additionally, you will challenge your people to identify how they can improve how customers perceive their helpfulness.</p>   | <p>In the Cover Story the author writes about how being truly helpful means staying connected to our customer's needs and ensuring those needs are being met. I'd like to use the article as an outline to discuss the issue.</p> <ol style="list-style-type: none"> <li>1. In terms of being truly helpful, where are we most vulnerable? For instance, the article mentioned how a customer might get lost simply by being given complicated directions.</li> <li>2. The article talked about the need for us to be our customer's advocate. Where and how could we be better advocates for our customers?</li> <li>3. In terms of the service we provide, in what ways can we be more thoughtful?</li> </ol>  |
| <b>All</b><br><br>Approx.<br>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>• What Makes You Unique</li> <li>• Being Helpful</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>  |