

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
Persistence Pays Page 4 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 article can be used to encourage your staff to revisit and re-energize a too soon abandoned good idea. Your objective is to get your staff to commit to resurrecting a promising idea.</p>	<p>In the article <u>Persistence Pays</u>, the author reviews the book, <i>Make Your Bed</i> in which the author William H. MacRaven encourages his readers to persevere.</p> <ol style="list-style-type: none"> 1. In that context I'd like you to tell me what initiatives we have developed but abandoned too soon. 2. What went wrong? Why did the idea lose energy? 3. What could we do to breathe life back into the idea or program? 4. What do leaders here need to do to ensure the idea does not fail or wither on the vine?
Wiper Challenge Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the wiper challenge.</p> <p>You will want to explain the incentive and discuss how your store can capture enough sales to warrant a win for everyone.</p> <p>Part of your objective will be to listen to your consultants about what they feel they need to support the effort.</p>	<p>In the article <u>The Wiper Challenge</u>, the author announces a contest whereby everyone in Fixed Operations can share in the winnings. You have read the article and hopefully viewed the video. I would like to talk about what we can do to help you help us – win! Please tell me:</p> <ol style="list-style-type: none"> 1. Tell me one thing that we can do to help you sell wipers in the Service Lane or at the Parts Counter. 2. What is our strongest POP strategy or device and how do you use it? 3. What else can we do to increase wiper sales in the month of March?
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"> • Persistence Pays • Wiper Challenge <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>