

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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| Connecting Via the Vehicle 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>The article discusses how the customer's vehicle is an effective means to connect. Given what people spend on the vehicle itself plus what they may do to customize them, it makes sense to pay attention and use these things as talking points.</p> | <p>In the article <u>Connecting Via the Vehicle</u> the author points out that the customer's vehicle is something we cannot afford to ignore to the purpose of making a meaningful connection. I'd like to know your experience with this. Please tell me:</p> <ol style="list-style-type: none"> 1. What systems or aspects of the vehicle as it comes tend to resonate as subjects worth discussing and complimenting a customer about? 2. What are some things you have seen that people have added to their vehicle that make sense to recognize, discuss and appreciate? |
| Communicator Pages 8 & 9 Approx. 15 min. | <p>The objective of this exercise is to help your consultants understand the importance of effective communication. You will review a few elements and ask for some self-assessment and ideas for improving communication.</p> <p>You will get freer admissions of weakness on the subject if you reveal one of your own first.</p> <p>Make sure everyone has their own copy of the article.</p> | <p>In the article <u>Communicator</u> the author outlines several different traits of an effective communicator. Please tell me:</p> <ol style="list-style-type: none"> 1. One instance where as a customer the person helping you did a terrible job of communicating. Describe the event and the outcome? Did you remain a customer and if not, what could the person have done to save you? 2. Which of the traits listed is a strength for you and why? 3. Which of the traits listed are a need for you and why? |
| 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"> • Connecting Via the Vehicle • Communicator <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> |