

CONSULTANT

PARTS and 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
Helping Customers Schedule 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>The objective of this exercise is to re-examine and reinvigorate the effectiveness and utilization of your scheduling system. Before your meeting review the percentage of customers making appointments versus walk ins.</p>	<p>In the article <u>Helping the Customer Schedule</u>, the author writes about how a good appointment system that works as it should for us and our customers can reduce carry overs from one day to the next. Tell me:</p> <ol style="list-style-type: none"> 1. Do enough of our customers know about and use our system? If not, what should we do to increase the number? 2. What aspects of our scheduling system are flawed and what should be done to make it perform better? 3. Give me an example of a word track that you might use with a walk in customer to get them to use the scheduling system next time.
Great Delivery Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to identify circumstances where some aspect of the re-delivery process can be improved or enhanced.</p> <p>Be sure to give everyone a copy of the article and ask them to highlight passages and descriptions that need to be buttressed and improved in your store.</p>	<p>In the article <u>Great Delivery</u>, the author outlines a memorable re-delivery process. You have had the chance to read the article and highlight portions that need to be strengthened or improved here. Tell me:</p> <ol style="list-style-type: none"> 1. What's the best part of our current re-delivery process and how could we leverage it to improve the customer's value perception? 2. Name one step that you think needs to be improved at our dealership and tell me 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"> • Helping Customers Schedule • Great Delivery <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>