

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
Complaint to Opportunity and Effective Communication Page 6 & 7 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 discuss how your business handles customer complaints.</p> <p>Over the phone or in person, complaints represent opportunities to identify deficiencies in your operation that require correction. When your people hear them and respond non-defensively, everyone wins.</p>	<p>In the articles <i>Complaint to Opportunity</i> and <i>Effective Communication</i> each author writes about how complaints (on the phone or in person) represent opportunities for us to identify things in the business that should be examined and/or changed for the better.</p> <p>We need to discuss how we receive, record, and deal with complaints. Please answer the questions:</p> <ol style="list-style-type: none"> 1. What is the most common type of complaint you hear from customers on the phone or in person? 2. Should we do a better job of documenting complaints? If yes, how? 3. Do you feel that we do a good enough job of pushing complaints up the chain of command so they are dealt with effectively? If no, what should we change?
Product Knowledge is Essential Page 9 Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to assess their product knowledge and if any aspects of it need to be changed.</p> <p>As a manager, you need to ensure your consultants know enough about products to answer questions and outline product benefits without saying too much and burying their customers in unnecessary details.</p> <p>Use the article to help identify strengths and needs in relation to product knowledge.</p>	<p>In the article <i>Product Knowledge is Essential</i>, the author writes about how it's important to have product knowledge but to not bury the customer in details. Let's use the article to evaluate how we deal with product knowledge. Please consider the following and tell me if you think they represent strengths or needs:</p> <ol style="list-style-type: none"> 1. Focus on benefits. 2. Make your knowledge practical. 3. Scout the competition. 4. Write a 10-second statement (be brief). 5. Communicate with others in the industry. 6. Honestly evaluate how you use product knowledge. <p>Are there any other considerations or things we need to address about the subject of product knowledge?</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"> • Complaint to Opportunity and Effective Communication • Product Knowledge is Essential <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>