

# 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
<b>The Art of Persuasion</b> Page 14  Approx. 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 participants to think about ways that they can build trust with their customers.</p> <p>You will ask your people to share their best trust building strategies. You may need to prime the pump in that you start the process by sharing what you have found to be effective trust building strategies.</p>	<p>In the article <i>The Art of Persuasion</i>, the author writes about the advantages associated with building trust with customers. I would like to spend some time talking about your experiences building trust with your customers.</p> <p>I would like you to think about your experiences as a service provider and even as a customer and answer the following questions:</p> <ol style="list-style-type: none"> <li>1. If there was one thing you had to name or identify as a “<i>trust buster</i>,” what would it be? What is one thing we should avoid-ing doing?</li> <li>2. What have you found to be your most effective trust building strategy? What have you done or witnessed that has been most effective in terms of getting customers to believe in you?</li> </ol>
<b>Cover Story</b> <b>Let's Get Personal</b> Pages 8,9,15  Approx. 15 min.	<p>This is a discussion that is designed to get your participants to start thinking about how to connect to customers via the things that your consultants notice about the personalized aspects of customer vehicles and customers themselves.</p> <p>The purpose of this series of articles is to help people understand the value of establishing relationships with customers. A relationship will insulate you against errors and will help you protect your profit margins. People who are happy with their service providers will willing pay more for a product or service they can get at a lower cost elsewhere.</p>	<p>In the article <i>Let's Get Personal</i>, the author writes about how to connect with customers by paying attention to special aspects of how they have personalized or cared for their vehicle. Additionally, the author suggests that we take the time to pay attention to things that tell you about the person you are helping. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What points in the article do you think were especially mean-ingful?</li> <li>2. How have you leveraged what you know about a customer's family to the purpose of making or furthering a connection?</li> <li>3. The way your customer cares for their vehicle is an opportunity to connect with them. Do you see this very often and what stands out in your experience?</li> <li>4. What are some other ways you connect with your customer on a personal level?</li> </ol>
<b>All</b>  Approx. 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>• The Art of Persuasion</li> <li>• Let's Get Personal</li> </ul> <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>