

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
When You Diagnose You Lose Page 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 staff to discuss and come to terms with any predilection they may have to diagnose problems in the lane on the repair order.</p> <p>The objective is to sensitize your consultants to making this error and encouraging them to leave the work to the technician.</p>	<p>In the article, <u>When You Diagnose You Lose</u>, the author recounts a story where based on incomplete information a consultant mistakenly diagnosed a customer's problem. The incorrect diagnosis resulted in a family defection from the business and breakdown of trust.</p> <ol style="list-style-type: none"> 1. Can you think of some ways your customers have asked or encouraged you to adopt their own diagnosis? How have you responded? 2. When it comes to diagnosing in the lane, where are we most vulnerable? Where is it easiest for us to accept another person's diagnosis or where do we tend to make the error of diagnosing problems? <p>Possible: When we've seen the problem before, when it seems totally obvious, when we confuse symptoms with causes, when the customer says another tech told them, when the customer insists on an educated guess.</p>
Friendly Pages 8 & 9 Approx. 15 min.	<p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>The objective of this exercise is to have your group provide guidance about friendly actions and behaviors that will serve to enhance the article. What are some of the things that your people do that aren't in the article that are friendly and serve to connect your consultants to their customers.</p>	<p>In the Cover Story the author writes about a variety of thing that a consultant can do to be a friend and to promote friendships with customers. Consider the content in the article and tell me:</p> <ol style="list-style-type: none"> 1. One thing that the author writes about that is worth trying because it makes sense or because you have done it and it worked. 2. Tell me about some things that you have done to promote friendships that are NOT part of the content of the article. What are some of the things that are missing in the article?
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"> • When You Diagnose You Lose • Friendly <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>