

# 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>On A Roll — Reasons to Sell Tires</b> Page 4  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 article can be used to help your staff understand the opportunity associated with tire sales. While the margin on tires is low — the margin on the parts and labor that will come from an inspection around the wheel and under the hood will make focusing on tires very worthwhile.</p>	<p>In the article, <u>One A Roll — Reasons to Sell Tires</u>, the author cites some interesting stats about the advantages associated with selling tires. Here are a few:</p> <ol style="list-style-type: none"> <li>1. 15% of vehicles in the Service Lane need at least one tire. We are currently not at 15%. What's the best thing we can do to improve?</li> <li>2. 75% of people buy from the person who first recommends them. Name one encumbrance we face in getting people to buy tires from us. What should we do?</li> <li>3. 78% of people buy additional services. What do we need to do to ensure those needs are found and recommended in a timely way?</li> </ol>
<b>MPVI</b> Pages 8 & 9  Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the wiper challenge.</p> <p>You will want to explain the incentive and discuss how your store can capture enough sales to warrant a win for everyone.</p> <p>Part of your objective will be to listen to your consultants about what they feel they need to support the effort.</p>	<p>In the article <u>MPVI</u>, the author points out how essential the inspection process is to the purpose of building trust with customers and increasing sales. I would like your feedback on the following issues:</p> <ol style="list-style-type: none"> <li>1. What stops us from starting MPVI during reception — including a tread depth measurement, wipers and lighting? How do we fix this?</li> <li>2. Is the quarter time outlined in the article realistic or possible here? If not, how could we get it to work?</li> <li>3. What is the weakest aspect of the MPVI and re-delivery? How do we make it better?</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>• On A Roll — Reasons to Sell Tires</li> <li>• MPVI</li> </ul> <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>