

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
Rock Solid Rules for Customer Retention Page 5 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 identify policies, practices, and circumstances that can cause immediate defection and the loss of substantial income over time.</p>	<p>In the article <u>Rock Solid Rules for Customer Retention</u>, the author writes about how dairy owner Stew Leonard learned a long time ago that making the customer wrong results in the loss of a customer. Leonard argued with a woman about the freshness of a gallon of milk. Leonard insisted the milk was fine and then gave the customer a refund. Once he calculated the lifetime value of a customer, he discovered the folly of his behavior.</p> <p>Please tell me, what processes or policies of ours have us at risk of losing customers immediately? How should we correct this?</p>
Cartoon Page 2 Approx. 15 min.	<p>The objective of this exercise is to identify circumstances where we confuse customers with technical or business-related lingo and terminology.</p> <p>Work with your staff to identify where tech talk can derail the relationship and help them ID customers who are confused by technical language.</p>	<p>The cartoon on page 2 in the magazine makes it clear that we must be careful not to use language that our customer does not understand. Please tell me:</p> <ol style="list-style-type: none"> 1. Where or in what circumstances does this happen most often? 2. What signals does the customer give off that makes it clear they do not understand? 3. What strategies do you suggest we use to deal with this when this happens and/or how do we prevent it from happening?
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"> • Rock Solid Rules for Customer Retention • Cartoon <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>