

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
On Hold — Gone Forever 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 frankly discuss the effectiveness of your phone system.</p> <p>The premise of the story is very simple. If you do not answer the phone within three rings, your caller (most of whom are predisposed to purchase) will call a competitor. The key to this exercise is to get your people to understand this fact and to identify what to do to prevent such occurrences.</p>	<p>In the article, <i>On Hold — Gone Forever</i>, the author writes about a very frustrated customer who called and had patience that went beyond three rings. When her call was answered, she was greeted by a very disconnected receptionist who then placed the customer on "ignore." This poor treatment caused her defection.</p> <p>I need you to tell me:</p> <ol style="list-style-type: none"> 1. What aspect of our phone system is the strongest and what could we do to leverage that strength with our customers? 2. What is our weakest link in our phone system and name one thing we should do to correct it. 3. One thing you think we should do to improve our phone service and/or monitor the extent to which calls are turned into visits.
Great Service Never Goes Out of Style Page 9 Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to help you brainstorm methods that your dealership can employ to amplify great customer service stories like the ones published every month in <i>Consultant</i> magazine.</p> <p>Encourage your participants to think beyond whatever methods you currently employ.</p> <p>Focus the discussion on new methods and/or ways to improve existing methods.</p>	<p>In the article <i>Great Service Never Goes Out of Style</i>, the author writes about an owner of a 1956 Bel Air who had some difficulty. The dealership spent 15 minutes solving a problem and sending the customer safely on his way — at no charge.</p> <p>The stories in Bottom Side Up are about the kind of special treatment customers receive. While the dealer did not get paid for the work — they did earn a lot of goodwill — with that ONE customer.</p> <ol style="list-style-type: none"> 1. What do you think they should have done to amplify (share with others) this goodwill? 2. What should we do to amplify our own bottom side up stories?
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"> • On Hold — Gone Forever • Great Service Never Goes Out of Style <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>