

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
Getting a Return on Investment Page 2 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 everyone thinking about the value of paying special attention to your most loyal customers.</p> <p>Your objective is to sensitize your people to the life circumstances of their customers and to take advantage of the opportunity to help people when it is clear they are down on their luck.</p> <p>In general, this is an opportunity to evaluate your preparedness to help your best customers when they need it.</p>	<p>In the article <i>Getting a Return on Investment</i>, the author writes about a very loyal Silverado owner who was facing some challenging financial times. The consultant worked with his team to drive the price of a needed repair down so that the customer could afford it.</p> <p>We need to pay attention to our most loyal customers — especially when they have an important need and they are facing tough financial circumstances. So, please tell me:</p> <ol style="list-style-type: none"> 1. What are some of the things that alert you to the fact that your customer is financially strapped? Besides them telling you directly — what are some indicators? 2. Do you think we are adequately prepared to help our loyal customers when times for them are tough? 3. What do you think we should do to be better prepared to help when the need is clear?
Cover Story Dealing with Sorrow Pages 8-9 Approx. 15 min.	<p>This is a discussion that is designed to get your participants to discuss and better prepare to interact with customers who (expected or not) choose to share their grief.</p> <p>Many times, a person's grief over the loss of a loved one surfaces unexpectedly. Knowing this will happen from time to time, it is wise to prepare your staff by discussing the steps one can take to provide a level of connectedness or support.</p> <p>You may choose to discuss what your people do for their loved ones and friends during time of personal loss.</p> <p>NOTE: Number 5 is optional.</p>	<p>In the article <i>Dealing with Sorrow</i>, the author says that we do not have to wait long to find a customer who has experienced a personal loss and who decides to share it with us. Often, it is unexpected — nonetheless — it happens. So, it makes sense to prepare.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. When was the last time it happened to you? 2. What in the article made sense to do in the case of a customer who shares a personal loss? 3. What are some of the things you have done that have been effective when this happens? 4. Is there something we should do to better prepare for such circumstances? Is there a way the business could be better prepared to respond? 5. What are some things you do for friends and family when they experience a loss?
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"> • Getting a Return on Investment • Dealing with Sorrow <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>