

PARTS 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
Do You Want To Be A WOW? Pages 13 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 the degree to which the WOW factor exists in your store and with each consultant.</p> <p>Setting yourself apart from your competitor requires thoughtful action that gives the customer reason to say, "Wow!" Such an experience is the responsibility of every consultant.</p>	<p>In the article, <u>Do You Want To Be A Wow?</u>, the author writes about what Jeffery Gitomer says is essential to standing out — namely, creating a WOW experience. Regarding that, I would like to take an inventory. Specifically, I'd like to hear from you about a few things:</p> <ol style="list-style-type: none"> 1. What are the things that a person experiences at our dealership that they would say is a WOW experience? What do we do that is notable, memorable, or unique? 2. Describe the kinds of things you do to create a WOW experience for your customer. 3. Name one thing that we should consider doing that would create a WOW experience.
Standing Out 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>This exercise is designed to get a discussion going about how to improve your business by incorporating some of the things that other businesses do that are successful.</p> <p>You should be open to allowing your people to survey your competitors for the same purpose.</p>	<p>In the Cover Story the author writes about the advantages of looking at other businesses for inspiration to improve our organization. For example, is there an opportunity to incorporate something we experienced at Disney into what we do? Please tell me:</p> <ol style="list-style-type: none"> 1. Name the organization that has provided the best service you have ever received. Describe the experience. (ask your participants to brainstorm how such an experience could be used to improve your service). 2. Who is our most effective competitor and what are some of the things that stand out about their operation?
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"> • Do You Want To Be A Wow? • Standing Out <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>