

# 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>How to Lose a Customer Every Time</b> Page 2  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 exercise is designed to get your staff to discuss some of the challenging aspects of your phone system. In preparation for this section of the meeting, have each of your consultants call a department within fixed operations with a basic information request. Ask them to record their observations — especially in terms of the time the call consumed and any irregularities.</p>	<p>In the article, <u>How to Lose a Customer Every Time</u>, the author writes about how a poorly functioning phone system can ruin a customer's experience and drive them to the competition.</p> <p>It might be the process the customer has to take or perhaps it's just a really lousy voicemail system. Regardless, poorly working phone systems can dramatically reduce customer confidence. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What did you discover in the audit you performed? What did you like? What needs to be fixed?</li> <li>2. What should we do (in general or specific) about improving our phone system? What is our weakest link?</li> </ol>
<b>Courteous</b> 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>The objective of this exercise is to have your group provide guidance about what can be done to improve the customer's experience in terms of courtesy. What do your people suggest be done to improve your brand of courtesy?</p>	<p>In the Cover Story the author writes about the importance of courtesy. Businesses must assess their customer's experience and do what they can to create a distinction from other service providers in the context of courtesy. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What elements of the article stood out for you and why?</li> <li>2. What do you do that people would characterize as especially courteous?</li> <li>3. Where (in your personal life as a consumer) have you experienced the utmost in courtesy?</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>• How to Lose a Customer Every Time</li> <li>• Courtesy</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>