

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
<p>How Consultants Impact the Dealership Page 11</p> <p>Approx. 10 min.</p>	<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>In the stats section of the magazine there is a lot of data posted to support the notion that the customer's experience in the Service Department has an enormous effect on their perceptions of the dealership and their willingness to return not only for service but everything — including vehicle purchases.</p>	<p>In the stats section of the magazine there is a lot of data posted to support the notion that the customer's experience in the Service Department has an enormous effect on their perceptions of the dealership and their willingness to return not only for service but everything — including vehicle purchases.</p> <ol style="list-style-type: none"> 1. What are 2 things that stand out about our service. 2. Name one area of our business or one thing we do where we are prone to customer defection. 3. How can we increase the number of times customers are encouraged to fill out the survey? 4. Are we fast enough to our greeting and what can be done to improve?
<p>Cabin Filter Pages 8 & 9</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to help your consultants understand the wiper challenge.</p> <p>You will want to explain the incentive and discuss how your store can capture enough sales to warrant a win for everyone. Make sure everyone has access to the article.</p> <p>Part of your objective will be to listen to your consultants about what they feel they need to support the effort.</p>	<p>In the article <u>Cabin Filters</u>, the author points out how the product represents a substantial opportunity for increased sales and service. This especially true at this time of year for people with allergies.</p> <ol style="list-style-type: none"> 1. What strategies outlined in the article can be practically implemented here? What changes will we need to be made? 2. How can we make Service Lane inspection easier and/or faster? 3. Can you think of any ways to help the customer better understand the need for replacement?
<p>All</p> <p>Approx. 5 min.</p>	<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"> • How Consultants Impact the Dealership • Cabin Filter <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>