

# 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>Courtesy</b> Page 8 & 9  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 participants to discuss the brand of courtesy that you have or need to develop for your business.</p> <p>Provide your participants a copy of the article and encourage them to identify three or four areas to focus on over the next month.</p>	<p>In the article <i>Courtesy</i>, the author writes about the need for consultants to provide courteous treatment as a way of setting the stage for great survey scores.</p> <p>The article focused on the aspects of courtesy that you can see. In other words, with the sound turned down, what does courtesy look like? I'd like to evaluate the items mentioned in the article. Tell me whether the following elements are strengths or needs and what we can do to leverage our strengths or work on our needs.</p> <ul style="list-style-type: none"> <li>• Delete barriers</li> <li>• Share the screen or document</li> <li>• Handshakes</li> <li>• Timely greeting and within the correct distance</li> <li>• Positive body language</li> <li>• Giving directions</li> </ul>
<b>One-To-One with Your Customers</b> Page 14  Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to help you identify opportunities to improve your CRM.</p> <p>While the article explored several aspects of communication, this exercise will focus on the relationship characteristics of the CRM.</p> <p>Your objective it is to obtain feedback about the value of the information available about your customers to your consultants.</p>	<p>In the article <i>One-To-One with Your Customers</i>, the author writes about the importance of the CRM in terms of developing and furthering relationships with customers.</p> <p>I would like to take some time and discuss the characteristics of our CRM. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What customer information would you like to have that is missing?</li> <li>2. What information that appears that is not useful and could be hidden or dropped?</li> <li>3. What formatting or viewing changes (if any) would you suggest we make to the CRM?</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>• Courtesy</li> <li>• One-To-One with Your Customers</li> </ul> <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>