

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
Reflections Page 4 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 participants to think about how their experiences as consumers can help them make important decisions about the service they provide and the way they deal with challenging circumstances.</p> <p>You will likely need to prime the pump with a few of your own Best/Worst stories.</p>	<p>In the article <i>Reflections</i>, the author writes about how our own Best/Worst experiences as consumers can help inform our performance as service providers. I would like each of you to think about one positive and one negative experience you have had as a customer. Please do the following:</p> <p>Describe the incident and be specific about what you liked or disliked about it.</p> <p>How long ago did it happen? (Note: answers to this question show that the customer's memory is long)</p> <p>What is the primary lesson that you learned from each experience that has made you a better service provider today?</p>
Getting to Know Your Customers Page 6 Approx. 15 min.	<p>This is a discussion that is designed to emphasize the important of gathering information about customers that will be helpful to the purpose of establishing or growing relationships.</p> <p>In this exercise you will try to confirm your strengths, your needs, and what each person does or can do to learn more about customers and use that information to the purpose of making and maintaining meaningful connections.</p>	<p>In the article <i>Getting to Know Your Customers</i>, The author writes about the need to take the time to get to know your customers better than most other service providers who tend to focus primarily on completing a transaction.</p> <p>I would like to have a discussion around our strengths and needs. Please tell me:</p> <ol style="list-style-type: none"> 1. What is your personal best practice in terms of learning about and connecting with customers beyond what they need? 2. What is our primary weakness in this category? What could I do to help you make connections with your customers?
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"> • Reflections • Getting to Know Your Customer <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>