

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
Walls Can Talk Page 12 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 everyone thinking about the importance of a clean and organized appearance to the department.</p> <p>Here you must challenge your employees to take off their rose-colored glasses and look at your business and their workstation to identify what can be done to improve appearance, organization, and cleanliness.</p> <p>You may wish to have your staff visit a well-maintained retail facility (of any type) to set a standard for discussion.</p>	<p>In the article <i>Walls Can Talk</i>, the author writes about how the appearance of a facility and even your workstation can make a big impact on a customer's perception of the quality and professionalism of a business and the people in it.</p> <p>Let's do some mid-year brainstorming. Please tell me:</p> <ol style="list-style-type: none"> 1. Which area of our store that is visible to our customers looks the worst? What should we do to eliminate the problem? 2. What area in our business would you consider unsafe enough that we should act? 3. Which area of our operation needs to be re-organized the most? 4. What are your secrets for keeping your workstation in the best possible condition? 5. What kinds of things do we need to do to help you keep your workstation organized?
Cover Story Exceptional Service is Purposeful Page 8-10 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 your people to decide what they will do to prevent the transaction from getting in the way of exceptional service.</p> <p>The key to this exercise is to get your people to understand that sometimes the transaction (all the things they must be sure to do correctly) will overwhelm the interaction. People get lost in transacting business and fail to connect with their customers.</p>	<p>In the article <i>Exceptional Service is Purposeful</i>, the author writes about his wife's orthopedic doctor's office where while people are capable, but they are not connected. He contrasts that with her dentist office staff who are both capable and connected. He further states that exceptional service is a purposeful thing.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What kinds of routine service tends to take so much time and attention that it adversely affects the quality of service? 2. Tell me two things that you do or could do to turn a transaction into an exceptional experience in the following instances: <ol style="list-style-type: none"> a. Greeting b. Thank you c. RO write up or Parts Look Up (retail). d. Follow up with any customer
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: 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.)</p> <p>Tip: 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.</p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • Walls Can Talk • Exceptional Service is Purposeful <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>