

PARTS 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
How to Lose a Customer 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 article focuses on a very bad experience a customer had during a re-deliver experience. From the time the customer got to the dealership to pick up his vehicle to the point he took possession, many things went wrong.</p> <p>Prior to this discussion, have participants make a list of potential pitfalls in your dealership's re-delivery process. Where is the greatest potential for things to go wrong and what examples can they provide during the discussion?</p>	<p>In the article, the author writes about a very bad re-delivery experience for a customer. There were a variety of problems caused by poor performance by several employees and what amounted to a flawed process in need of repair. After considering our re-delivery process, please tell me:</p> <ol style="list-style-type: none"> 1. Where is the greatest potential for failure in our process and what can we do to address it immediately? 2. Share an example of a bad experience and tell us what you would recommend we do differently. 3. What's the best part of our process and how can we leverage it to our advantage?
Kind Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to have an engaging discussion with your staff about what can be done to improve your customer's, your employee's and your own experience in terms of Kindness.</p> <p>Be sure your participants have read the article prior to your meeting.</p>	<p>In the Cover Story the author writes about the importance of Kindness. The article sites studies that indicate there are many ways givers and receivers benefit from kindness. Additionally, an expression of kindness sets the stage for more. Let's talk about your experience with being kind and receiving kindness. Please prepare to discuss:</p> <ol style="list-style-type: none"> 1. One instance where you were kind to a customer and/or a co-worker. What did you do and what was the result? 2. Describe a circumstance where a customer or a co-worker expressed kindness to you. Describe the affect it had on your day and your outlook in general.
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"> • How to Lose a Customer • Kindness <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>