

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
On A Roll 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>The article outlines the purpose and importance of blocking when identifying the need for tire replacement and when selling replacement tires.</p> <p>Engage your consultants in a discussion about how they present tread depth data and explain tire replacement options.</p>	<p>In the <u>On A Roll</u> article the author writes about the importance of using the vehicle to conduct and share tire tread depth data and the tire display for the purpose of selling replacement tires.</p> <p>According to the article you can increase credibility in your work measuring tread depth and improve the opportunity to sell tires when you use the car and the tire display in your presentation. Please tell me:</p> <ol style="list-style-type: none"> 1. Generally, where are you when you describe the need for tire replacement? What aspects of the article are worth adopting? 2. How do you use the tire displays we have to sell tires? Are there changes we should make to make things easier?
Building Relationships Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the value of connecting with customers beyond the transaction.</p> <p>Be sure your staff has read the article and ask them to highlight ideas in the article that they either do now or think they should do going forward.</p>	<p>In the article <u>Building the Relationship</u> the author stresses the point that if we want to win the customer's long-term business, then we must take steps to connect and re-connect with them every time they come in. You highlighted certain aspects of the article. Please tell me:</p> <ol style="list-style-type: none"> 1. What ideas are you already using and to what effect? 2. What ideas did you read about that you liked and believe would be worth trying?
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"> • On A Roll • Building the Relationship <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>