

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
Keep Calm and Service On 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 last subhead in the article (<u>Fix It</u>) describes the need to avoid putting the customer who has a problem through the same process that was part of the cause.</p>	<p>In the article <u>Keep Calm and Service On</u>, the author writes about dealing with angry or difficult customers. In the last paragraph he advises that we should never put a customer through the same process that was part of the cause of the problem.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. When does this happen in service and what can we do differently? 2. When does this happen in parts and what can we do differently?
Salesperson Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the importance of professionalism in sales.</p> <p>Your objective is to get your participants to understand the value of adopting sales performance standards. This is a review of those standards which in turn is designed to help participants decide what characteristics of selling they need to concentrate on.</p> <p>Have each participant commit to specific actions in relation to their stated need.</p>	<p>In the article <u>Salesperson</u> the author writes about the importance of adopting professional sales standards. Please tell me:</p> <ol style="list-style-type: none"> 1. Which of the standards listed are a personal strength of yours? 2. Tell us how your strength has helped you and your customer. 3. Which of the standards listed reflect a need for personal improvement? 4. Identify two things that you could do to turn the need you identified into a strength. <p>NOTE: Make a list of the answers participants have to each question and make special note of what each person will do to improve.</p>
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"> • Keep Calm and Service On • Salesperson <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>