

GET THE MOST OUT OF YOUR MEETINGS

- ✓ Use this planner to conduct short meetings each month using material from Consultant magazine.
- ✓ All you need to say and do is right here.
- ✓ Meeting times are short.
- ✓ Lessons are designed to improve performance and results of your Consultants.

Article & Page	Activity	Manager's Script
RECOVERY, RESTITUTION, & REDEMPTION Page 7 Approx. 20 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 objective of this exercise is to engage with your staff to the purpose of discussing your service recovery process and related policies. The elements of the recovery story in the article will be the basis of your discussion.</p> <p>It is very important that you and your consultants understand that money is not the only or best way to solve the problems your customer brings to you. For example, if you are late delivering service your recovery strategy must include a way to give back the time your customer has lost.</p>	<p>In the article <u>Recovery, Restitution & Redemption</u>, the author writes about what our service recovery needs to address for it to work effectively. The story in the article dealt with a problem that was immediately resolved. One thing that stood out about the service was that the customer made several assertions (there was a shirt in the box, the shirt was ruined, the hotel ruined it, and it cost \$150) that were not challenged by the service provider.</p> <ol style="list-style-type: none"> 1. The clerk expressed trust by not checking the box and not requiring the customer to provide proof that the error was made by the hotel, or what the shirt cost. Do we recover by expressing trust? If so, when, and how? If not, in what ways could we do this? 2. Good service recovery requires speed. How and where can we get faster when it comes to solving problems? 3. Finally, much of a GOOD recovery plan deals with returning to the customer what was lost. In the article, the service people gave the customer a new shirt and provided a remedy for the time the customer lost. How might we do that here?
Wipers Page 9 Approx. 10 min.	<p>The objective of this exercise is to engage your consultant team in a serious discussion about the best way to sell wipers in the lane.</p> <p>Ensure each participant has a copy of the article and that they have read it thoroughly.</p> <p>Allow some time for brainstorming the best methods for selling wipers in the Service Lane.</p>	<p>In the article <u>Wipers</u>, the author throws out a few ideas about how to sell wipers in the Service Lane.</p> <ol style="list-style-type: none"> 1. Ask every customer if the wipers chatter or streak. 2. When possible, have them engage the washer/wiper system to evaluate its effectiveness. 3. Have an easy to quote pricing system and ask for or assume the sale in the Service Lane. <p>Which of these suggestions have merit in our business and why? Name one thing we could do to improve on the suggestions in the article or something new we could do to have success in the effort.</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>An 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"> • Service Recovery • Wipers <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>