

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
Helping One Another Page 7 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 your participants to discuss the best ways to deal with changes in personnel that might otherwise lead to defection.</p> <p>It is in your best interest to discuss and decide how to deal with changes in your business before they happen or it can have an adverse affect on customer retention.</p>	<p>In the article <i>Helping One Another</i>, the author writes about a series of significant personnel changes that occurred in a dealership. The story followed one customer who became disenchanted by the poor service provided by replacement managers and consultants.</p> <p>I would like to hear some of your ideas about how we should deal with changes in personnel. Our purpose here is to prevent defection with existing customers by helping them deal with business changes. Please tell me:</p> <ol style="list-style-type: none"> 1. When a consultant leaves, what specific steps should we take to retain our existing customers? 2. When we make changes to processes that affect a customer's experience in our store where are we weak and what should we do about it?
The Sound of Courtesy Pages 8 & 9 Approx. 15 min.	<p>This is a self-assessment and brainstorming/planning exercise where you will ask your consultants to evaluate and improve courteous speech within the business.</p> <p>IMPORTANT NOTE: The quality of courtesy that customer-facing people provide your customers cannot be better than what they receive from leadership. Give your people an opportunity to provide leadership some feedback about courtesy among team members.</p> <p>Be sure everyone has a copy of the article.</p>	<p>In the article <i>The Sound of Courtesy</i>, the author writes about the importance of courteous speech within a business. I would like for you to evaluate courteous speech with our customers and in the interactions we have with co-workers.</p> <ol style="list-style-type: none"> 1. Considering the standards outlined in the article, how would you evaluate our courtesy with customers? (Explain your answer) Poor – Good – Excellent. Please provide one suggestion for improvement. 2. Considering the standards outlined in the article, how would you evaluate our courtesy among our team members? (Explain your answer) Poor – Good – Excellent. Please provide one suggestion for improvement.
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"> • Helping One Another • The Sound of Courtesy <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>