

# 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
<p><b>Have an Attitude of Caring</b> Page 10</p> <p>Approx. 10 min.</p>	<p><b>Opener/Energizer.</b> 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 think about the need to react with urgency in relation to a comeback.</p> <p>Additionally, if you put your customer through the same process that generated the problem, there is little reason for them to have faith in a different outcome.</p>	<p>In the article <i>Have an Attitude of Caring</i>, the author writes about the detrimental effect a comeback had on a customer's willingness to remain with the dealership. The customer experienced what he perceived to be indifference to his problem.</p> <p>There are two things that we must be sure to communicate to a comeback customer. Show me how you:</p> <ol style="list-style-type: none"> <li>1. Communicate a sense of urgency about a comeback being unacceptable and not routine.</li> <li>2. Explain to the customer how the process for dealing with comebacks is different. Be specific about what we do to deal with comebacks effectively.</li> </ol>
<p><b>Setting Up The Sale</b> Page 8</p> <p>Approx. 15 min.</p>	<p>This is a discussion that is designed to emphasize the importance of setting the stage for sales. While time constraints and logistics can make things difficult, it is important that consultants take steps to be transparent in relation to their recommendations for repair.</p> <p>Transparency requires showing the customer the necessity of taking action that is in their best interests.</p>	<p>In the article <i>Setting Up The Sale</i>, the author writes about the first step in the selling process — Establishing the Need. Besides explaining or insisting that the customer take action, it is important to couple your recommendations with actions that build trust.</p> <p>With all of this in mind, I'd like to discuss the things that we could do to make it easier to show our customer how what we are saying is credible;</p> <ol style="list-style-type: none"> <li>1. What could we do to make it easier to show our customers what our technicians have discovered needs to be repaired?</li> <li>2. What point of purchase displays work best? Which do little or nothing to help you make a selling point?</li> <li>3. Describe your best process for building trust in your recommendations.</li> </ol>
<p><b>All</b></p> <p>Approx. 5 min.</p>	<p><b>Wrap Up</b> — 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• Have an Attitude of Caring</li> <li>• Setting Up The Sale</li> </ul> <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>