

# 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
<b>Your Store's Culture Club</b> Page 12  Approx. 10 min.	<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 staff to think about the degree to which your dealership's promises (outlined in ads and otherwise) are actually being lived out in real life with your customers.</p> <p>You are looking for their honest assessment and some thoughts about re-connecting with your culture or adjusting service so that what you promise your customer comes true in their experience.</p>	<p>In the article <u>Your Store's Culture Club</u>, the author suggests that not every business promise that one might read or hear in marketing necessarily comes true in the customer's experience.</p> <p>We want to be sure that our promises are aligned with our customer's experience. So please take some time and tell me:</p> <ol style="list-style-type: none"> <li>1. What, if any, of our promises do we have a hard time delivering in the customer's experience?</li> <li>2. Are any of our promises to our customers out of line — such that they should be discontinued?</li> <li>3. What can we do to help you deliver on our promises to our customers?</li> <li>4. Are there any promises that we don't make but we should? In other words, what are we doing so well that we need to add it to our messaging?</li> </ol>
<b>Cover Story Re-Connecting with Appreciation</b> Pages 8-9  Approx. 15 min.	<p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>This exercise is designed to get your people to discuss the kinds of things that they can do and or your business can do to appreciate customers.</p> <p>Remember: The key is that it be sincere, that it relates to what we know about the customer, and/or that it happens on a regular basis.</p>	<p>In the article <u>Re-Connecting with Appreciation</u>, the author writes about the importance of expressing sincere appreciation for our customers. He gives several examples of spoken and written appreciation and he challenges readers to act.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> <li>1. What's your favorite way to appreciate customers?</li> <li>2. Why do you think so many people in so many businesses fail to appreciate their customer?</li> <li>3. Regarding your last answer, what can we do to avoid failing to share appreciation with our customers?</li> <li>4. What can we do to help you appreciate our customers?</li> </ol>
<b>All</b>  Approx. 5 min.	<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>• Your Store's Culture Club</li> <li>• Re-Connecting with Appreciation</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>