

PARTS 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
Grading Up Page 11 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 staff to discuss how to encourage customers to make referrals. The referral is the best indicator that the customer has had an exceptional experience.</p> <p>While your company may not keep metrics on referrals, they nonetheless are an important measure of performance.</p>	<p>In the article, Grading Up the author writes about how the best indicator of customer satisfaction is the customer's willingness to refer our service to a friend or family member.</p> <p>Our objective is to discuss some strategies for getting and recording customer referrals. Please tell me:</p> <ol style="list-style-type: none"> 1. What recommendations in the article are worth adopting into our operation. 2. What difficulties do you think we would run into and what recommendations would you have for dealing with them? 3. What additional recommendations do you have for getting our customers to refer their friends and family to us?
Make Changes for a Better Result 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 a discussion going about how to improve your business by finding opportunities to surprise and delight the customer. Specifically, where do customers expect a rough time and what can you do to surprise them and distinguish your service and their experience.</p> <p>Be sure your participants have read the article and have it handy as you conduct this session.</p>	<p>In the Cover Story the author writes about working with a business responsible for keeping cars towed in by a Midwestern city. They have collect fines and make people jump through hoops to get their vehicles back. The leader of the group wanted to surprise customers with an exceptional experience and great service. She claimed that when a customer's expectations are low there is a great opportunity to distinguish service. With that in mind please tell me:</p> <ol style="list-style-type: none"> 1. When are our customers' expectations the lowest and what can we do to change the experience so that coming out of it, customers will be surprised and delighted. 2. In the story, the leader of the company focused on improving the speed with which people got their vehicles back. Name one thing that we could do faster that would make a positive impression on our customer.
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"> • Kindness • Make Changes for a Better Result <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>