

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
Adding Value to Your Service Page 4 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>The article examines the importance of adding value to the interactions consultants have with customers. While it's important to be pleasant and courteous it's equally important to do things that add value to the customer's purchase and/or ownership experience.</p>	<p>In the article <u>Adding Value to Your Service</u> the author says that when Service or Parts Consultants work to improve the customer's experience with a purchase or their ownership experience in general it is a very good way to distinguish your service.</p> <p>In relation to your experience and in terms of adding value to your customer's experience, what are you especially proud of?</p> <p>What are some things we could do as an organization to make it easier for you to WOW your customer?</p>
Words, Words, Words Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the importance of choosing the right words to avoid as well as those to embrace.</p> <p>Be sure everyone has had the chance to read the article and if possible, have each participant work from the article during the interaction.</p>	<p>In the article <u>Word, Words, Words</u> the author writes about the importance of words in influencing a customer's thinking and their purchase decision. Please tell me:</p> <ol style="list-style-type: none"> 1. Regarding the words or phrases to avoid, which one resonates most for you? 2. What words or phrases have you learned to avoid? 3. Which of the phrases in the article do you think work best? 4. What words or phrases have you used to good effect?
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"> • Adding Value to Your Service • Words, Words, Words <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>