

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
Significance of Customer Reviews 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>This is an opportunity for your participants to learn where customers provide feedback. Additionally, a review of customer comments across social media will inform your discussion.</p> <p>Prior to the meeting ask each participant to read, review and report on no less than 6 total reviews (of your department) from no less than 3 social media platforms.</p>	<p>In the article <u>Significance of Customer Feedback</u> the author makes the case that customer reviews influence the thinking of other customers as well as those looking for a place like ours.</p> <p>I have given you the opportunity to find some reviews about our department on no less than 3 social media platforms. Please do the following:</p> <ol style="list-style-type: none"> 1. Share the posts you chose and tell us on which platform you found each of the comments. 2. Did you read any comments that require a response where there wasn't one? 3. What is our strongest platform for feedback? 4. Share one thing that we could do to improve our performance in this category.
Interpreter Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the importance of speaking a language that customers understand.</p> <p>You will ask your participants to reflect on their service experience and identify where there are hiccups in communication with customers that need to be addressed.</p> <p>Done well, this exercise can help consultants empathize with their customers.</p>	<p>In the article <u>Interpreter</u> the author writes about how important it is to not assume our customers understand the automotive and business-specific language that we use here.</p> <p>In the first paragraph the consultant employs some very specific and purposeful communication techniques to ensure the customer could keep pace.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What areas of work do most of your customers have difficulty understanding? What subjects cause the most trouble? 2. What have you done to make it easier for customers to understand and keep pace with technical or business specific language?
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"> • Customer Reviews • Interpreter <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>