

# 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
<b>Understanding Value Versus Price</b> Page 9  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 consultants to think about how to deal with competitors who choose to compete solely on price.</p> <p>Your objective is to get your people to quantify the reasons customers should have customer pay maintenance and repairs done at your dealership instead of a competitor mostly known for low price.</p> <p>An important aspect of this exercise is to develop word tracks your people can use with customers.</p>	<p>In the article <i>Understanding Value Versus Price</i>, the author makes the point that when businesses choose to compete solely on price, they are doomed.</p> <p>The only thing anyone has to do to compete with such a business is lower their price. While a low price can be attractive to a customer, it is dangerous for the business in that price reductions eat into quality and/or profits that ultimately put the business and its people at risk.</p> <p>So, let's spend some time developing some word tracks around the two other parts of value — namely quality and service.</p> <p>A customer says he can purchase front brakes at a local parts store for \$30 less than he can here.</p> <p>What aspects of quality would you ask him to consider about our products?</p> <p>What would you tell him about the service distinctions that exist in our business?</p>
<b>Listening Skills</b> Page 13  Approx. 15 min.	<p>In this exercise you will attempt to get your consultants to talk about aspects of your phone program that need to be improved.</p> <p>The premise of the exercise is to get your consultants to understand that because it is busy, service providers are often distracted and phone customers can come away feeling as though they have not been heard.</p> <p>The objective is to get participants to discuss and adopt tactics that will help send the message that they are excellent listeners. Be sure everyone has a copy of the article.</p>	<p>In the article <i>Listening Skills</i>, the author writes about how important it is to listen over the phone. The disadvantage we have on the phone is that the customer cannot see us, and distractions can make it difficult to hear let alone listen carefully.</p> <p>Please tell me:</p> <p>What kinds of distractions do you find difficult to deal with here?</p> <p>What do you suggest we do to improve the environment?</p> <p>What specific steps do you take to help the caller know that you are listening?</p> <p>Which of the suggestions found in the article do you think would make the biggest difference here?</p>
<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>• Understanding Value Versus Price</li> <li>• Listening Skills</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>