

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
Practicing Mindfulness Page 7 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 participants to think about the kinds of purposeful things that can be done to develop relationships with customers.</p> <p>When your people can develop relationships with your customers, they will insulate themselves against defection and criticism.</p>	<p>In the article <i>Practicing Mindfulness</i>, the author writes about making meaningful connections with customers to the purpose of developing relationships. The point is to connect with your customer past the transaction.</p> <p>Other businesses have customers — we want to have friends who are predisposed to trusting us and who will give the benefit of the doubt. This can be done when we take an active personal interest in them.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What kinds of things do you do to take an interest in your customer? 2. What could we do to make it easier for our customer to connect with us?
Improving Retention Pages 8 & 9 Approx. 15 min.	<p>This is a discussion that is designed to emphasize the importance of using the MPVI to the purpose of building credibility and trust with customers.</p> <p>Consultants must understand that the MPVI is to be used to develop relationships and to make credible recommendations for vehicle repair and maintenance.</p> <p>The results of the inspection must be consistently reviewed with every customer — every time. This is an opportunity to discuss and improve your process and focus your people accordingly.</p>	<p>In the article <i>Improving Retention</i>, the author writes about the importance of the MPVI inspection and reporting process to the purpose of customer satisfaction and retention.</p> <p>The key is to introduce the process very early in the ownership experience and SELL THE GREEN. In other words develop trust by showing how the vehicle is in good shape so that when it comes time to make recommendations they will be more credible. Please tell me:</p> <p>In terms of our process:</p> <ol style="list-style-type: none"> 1. What are our two primary strengths and how can we leverage them with our customers. 2. What are our two primary needs and what can we do to correct them?
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"> • Practicing Mindfulness • Improving Retention <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>