

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
Having a Contingency Plan Page 10 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 think about the degree to which your dealership or department is prepared to respond to customer needs.</p> <p>Your objective should be to identify where contingencies need to be developed or strengthened.</p> <p>What kinds of things are happening that might leave customers feeling uncared for?</p>	<p>In the article <u>Having a Contingency Plan</u>, the author writes about a customer who needed his vehicle back to make an important appointment. Unfortunately, the dealership had not even started his vehicle at the time he expected to be able to pick it up.</p> <p>Because the dealership had not developed a contingency for such occurrences, the customer was left high and dry and he was subject to defection.</p> <p>I want to spend a little time looking at our department and thinking about our customer's experience. Please tell me:</p> <ol style="list-style-type: none"> 1. When are our customers vulnerable to a bad experience due to a lack of contingency planning on our part? 2. What should we do to be better prepared to meet the needs of our customers?
Cover Story You Can't Be Sorry If Unaware 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 your people to gain some appreciation and aptitude for connecting to their customer's feelings.</p> <p>To help them focus, remember that the four core feelings are: mad, sad, glad, and scared.</p>	<p>In the article, <u>You Can't Be Sorry If Unaware</u>, the writer suggests that every exceptional service provider will do well to employ reflective listening. This is where you summarize a customer's problem and the associated feelings. So, let's try it. I'll give you a statement and I'll ask you to summarize and reflective listen.</p> <p><i>"This delay means that I'll be late for my appointment with the doctor."</i></p> <p><i>"I don't know if I can afford this repair."</i></p> <p><i>"I can't believe that the time has come to let go of this car. My family grew up in the car."</i></p>
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"> • Having a Contingency Plan • You Can't Be Sorry if Unaware <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>