

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
The Benefit of Positive Benefits 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 article seeks to help readers understand the need to couch the reasons for taking recommended action service or maintenance in the most positive way possible.</p> <p>This is a challenge where you will ask you participants to spin a benefit statement that you provide in as positive a way as possible.</p>	<p>In the article, the author makes the point that in order for a benefit to be compelling it has to be positive. I will read a faulty benefit statement and ask that you provide a 100% positive spin.</p> <ol style="list-style-type: none"> 1. If you don't change the brakes, they're going to fail. 2. You have to conduct maintenance, or your warranty could be in jeopardy. 3. Stick with this old battery and your car won't start when you need it to. 4. If you ignore the need to replace the bearing, then there will be a catastrophic result to the entire assembly. 5. If you don't replace you air filter your fuel mileage will suffer. 6. You can't replace the gasket without sealer and expect the thing not to leak. <p>**Challenge each participant to come up with their own negative statement that others will spin positive.</p>
Cheerful Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to have an engaging discussion with your staff about the policies and practices in your business.</p> <p>Part of the objective is to get your people to help you provide service in the most positive way possible.</p> <p>Generally, the busy nature of the day dulls the service sense and ends up having people perform without the level of enthusiasm that might impress customers. This is normal but it makes sense to have a contingency for amping enthusiasm.</p>	<p>In the Cover Story the author writes about the value of a cheerful disposition. Cheerfulness is contagious and its spread makes providing exceptional service much easier.</p> <p>The challenge we have is maintaining enthusiasm and a cheerful disposition as we get busier and as the work gets harder. I'd like to know from you:</p> <ol style="list-style-type: none"> 1. What do you do to stay positive — especially as the day wears on? 2. Tell me one thing we could do to keep up the morale on busy days. 3. What do you do to provide the most positive experience for your customers?
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"> • The Benefit of Benefits • Cheerful <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>