

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
Proper Preparation to Help 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>The article examines the importance of being prepared to provide exceptional service to customers who are disabled.</p> <p>This can be very uncomfortable for people who have had limited exposure to the disabled. Have participants perform the Google search recommended in the article and ask them to be prepared to make suggestions for improvements.</p>	<p>In the article <u>Proper Preparation to Help</u>, the author writes about a consultant who had a very difficult time helping a disabled customer.</p> <ol style="list-style-type: none"> 1. In terms of having an environment where disabled customers can feel comfortable and confident that we are prepared to meet their needs and connect well with them — what are our strengths? 2. ID one thing you discovered in your Google search that you think we need to talk about and do a better job with. 3. What aspects of our business need to be modified so that we are an easier place to do business with for the disabled?
Service Recovery Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the importance of service recovery and examine the fundamentals associated with making things right and keeping your customer.</p> <p>Emphasize that when things go wrong — and they often do — it represents an exceptional opportunity to correct things quickly and well and solidify the customer relationship.</p>	<p>In the article <u>Service Recovery</u>, the author writes about the importance of service recovery. If we can quickly identify an error and then correct it, we can often connect with the customer more meaningfully resulting in a much more positive outcome than would be otherwise possible.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. Which of the strategies outlined in the article are you doing now? Describe the impact it has had? 2. Which of the strategies outlined do you think we need to get better at and what steps should we take?
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"> • Proper Preparation to Help • Service Recovery <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>