

# 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
<p><b>I'll Take Care of That</b> Page 2</p> <p>Approx. 10 min.</p>	<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 the advantages of acting to help customers in need.</p> <p>Sometimes, customers bring problems to us that are not of our own making but nonetheless need to be solved. Rather than passing them off to another department, consultants need to own the problem and work to ensure the customer's problem is solved.</p> <p>In this exercise you will ask your consultants to assess the dealership's performance in this regard.</p>	<p>In the article <i>I'll Take Care of That</i>, the author makes the point that customers of all types (including us) have grown accustomed to having service providers say that a problem should be handled in another department or by another person.</p> <p>The author points out that the service provider who chooses to accept responsibility for solving a customer's problem is truly unique. Essentially, this is a way for consultants to distinguish themselves and bring the business along for the ride.</p> <p>I'd like to take a little time to discuss how our business performs in this area. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What kinds of problems are customers bringing to you that relate to other departments?</li> <li>2. If a customer comes to you with a problem that another department originated or must be involved in solving, what do you do?</li> <li>3. What is the most common customer complaint or problem you deal with? What could we do to help you deal with this problem more effectively?</li> </ol>
<p><b>Customers Need Consultants Who Care</b> Page 4</p> <p>Approx. 15 min.</p>	<p>In this exercise you will try to get your consultants to discuss and explore the importance of connecting with a customer's concerns about repair costs as well as the emotional attachment many people have to their vehicle.</p> <p>When a consultant fails to demonstrate empathy for a customer's circumstances or the importance of their vehicle, it is easy for the customer to want to find someone who seems to care more.</p> <p>Consultants also must be prepared to help customer plan for repair expenses.</p>	<p>In the article <i>Customers Need Consultants Who Care</i>, the author writes about a woman who recently lost her husband and had come to the dealership to fix the vehicle that he hadn't been able to drive or care for during his illness.</p> <p>The consultant was abrupt and critical and failed to understand the emotional attachment the customer had to the vehicle. As a result, she left forever.</p> <ol style="list-style-type: none"> <li>1. How do you tell someone his or her vehicle is in rough shape without causing insult?</li> <li>2. How many sales do we chase away due to sticker shock or by virtue of a lack of financial options? What step should we take to correct the deficiencies that exist?</li> </ol>
<p><b>All</b></p> <p>Approx. 5 min.</p>	<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>• I'll Take Care of That</li> <li>• Customers Need Consultants Who Care</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>