

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
A Picture Can Do It Page 2 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 consultants to think about the use of technology to help convince customers that a particular service or part is necessary.</p> <p>The customer may be waiting in the lounge but unable or unwilling to journey to the vehicle in the Service Bay or they may be at home or work.</p> <p>Beyond simply telling the customer, it makes sense to have a strategy that helps make the case while customer is at a distance.</p>	<p>In the article <i>A Picture Can Do It</i>, the author writes about how a consultant used his personal digital camera to demonstrate the need for the replacement of a worn control arm.</p> <p>The woman was very distrustful, so the consultant took extra steps to demonstrate the need. Not every customer is distrustful, but when we take steps to “show” them what is necessary — we build trust and credibility.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. Do we have the technology we need to document vehicle condition? If no, what kind of investment do you think we need to make? 2. What kinds of policies, procedures, and safeguards do you think we need to put in place to ensure we have a solid program and that we are consistent about how we execute it?
Clean and Simple Page 9 Approx. 15 min.	<p>In this exercise you will ask your consultant to assess the condition of their department, their work area, and the equipment they use to conduct their job responsibilities.</p> <p>In this case it will be important for your consultants to adopt a proper frame of reference for each question.</p> <p>Please use the guide in the manager's script section of this meeting planner.</p>	<p>In the article <i>Clean and Simple</i>, the author writes about the need for a clean work area for the sake of a positive customer perception. A clean and well-organized work area can have an affect on productivity as well.</p> <p>First, take the customer's perspective, and then take the dealership owner's perspective and tell me:</p> <ol style="list-style-type: none"> 1. What part of our department stands out as in need of organization or cleaning? 2. What part of our department stands out as being especially well organized or clean? <p>Additional question — Name one thing we could do or that we need to invest in to help with organization/cleanliness.</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"> • A Picture Can Do It • Simple and Clean <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>