

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
No Excuses Solve the Problem Page 11 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 participants to discuss and evaluate the degree to which people in the business are pre-disposed to either focus on blame or to get to solutions.</p>	<p>In the article <i>No Excuses Solve the Problem</i>, the author writes about a customer who had a relatively simple need, but fell through the cracks. Her car was forgotten and when she asked another consultant about it, the consultant assumed responsibility and quickly solved the problem.</p> <p>In our business, what kinds of services are susceptible to error and what could we do to solve the problem?</p> <p>When, during the day, are customers most vulnerable to being under-served and how can we correct the deficiency?</p>
Uncertain Customers Page 14 Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to evaluate the business in relation to the experiences of new customers.</p> <p>Success in this effort will rely on your staff's ability to strip away their combined experience and see the business through the eyes of a layman and/or someone who is intimidated by the subject of the business.</p> <p>You must be willing to listen to feedback and ideas from participants without pushing back or becoming defensive.</p>	<p>In the article <i>Uncertain Customers</i>, the author writes about customers who are new to the business and may be intimidated by the subject and concerned about where to go for service or how to interact with service providers.</p> <ul style="list-style-type: none"> • What should or could we do to help people who have a lack of experience accessing and using our business to feel more comfortable? • Tell me about some personal best practices that you use to help customers understand technical information. • If a customer is distrusting, what can we do to reverse course and build trust? What kind of policies or practices do we have that risk trust?
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"> • No Excuses Solve the Problem • Uncertain Customers <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>