

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
Overcoming Crankiness Page 2 Approx. 10 min.	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. This exercise is designed to get your staff to talk about the best ways to interact with customers who are generally cranky. You will ask your people to share best practices for helping people who are in a bad mood come away from a service experience feeling much better than when they went in.	In the article <u>Overcoming Crankiness</u>, the author tells about how a relatively new consultant dealt with a customer known to everyone else as a rather cranky fellow. Even though the consultant was relatively new to the job, he engaged the customer and provided a level of service that the customer felt was refreshing. I'd like to do two things: 1. Give us your best practice when it comes to dealing with customers who are moody. What have you found to be an effective way to turn a customer's frown upside down? 2. What could we do to make this department an easier place for people to business with or to improve the customer's overall experience such that people would feel more positive than they would otherwise?
Cover Story The Tools of a Relationship Pages 8-9 Approx. 15 min.	This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service. This exercise is designed to get your people to think about how the things they use as tools to conduct business can be leveraged to improve relationships they have with their customers. The key to exceptional service is to turn the routine interaction into something that's very positive for the customer. The article provided examples.	In the article, <u>The Tools of a Relationship</u>, the author shows how standard tools that everyone uses in their interactions with customers can be used to improve the customer's experience and the relationship. I'd like to review a few of these and discuss some of your best practices: 1. Names — what are some things you do to remember and use customer names? 2. What ways could we improve and/or leverage our customer lounge? Tell me in terms of what we could add or how we could use what we have to better affect. 3. To the purpose of building relationships, tell me one thing we need to change about the way we use the telephone.
All Approx. 5 min.	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. 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> 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>	We have talked about: • Overcoming Crankiness • The Tools of a Relationship 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?