

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
Guiding and Inviting 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>This exercise is designed to get your staff to discuss and assess the difficulties and/or challenges associated with how customers find their way around your dealership.</p> <p>Give each participant a copy of the article and ask that they use it to walk around the business and evaluate Wayfinding from the perspective of a new customer. The objective is to find opportunities to improve.</p>	<p>In the article, <u>Guiding and Inviting</u>, the author writes about Wayfinding. This is how easy or difficult it is for a customer to know where they are, where they want to go and how to get there in our dealership.</p> <p>I have given all of you the opportunity to read the article and use it to evaluate our dealership to see if there are opportunities to improve, I'd like to know what you have found. Please tell me:</p> <ol style="list-style-type: none"> 1. In terms of Wayfinding — where are we the strongest? 2. In terms of Wayfinding — where do we need to provide better direction or information to our customers and how should that be accomplished?
Using Why to Ensure Better Retention Pages 8-9 Approx. 15 min.	<p>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.</p> <p>Be sure every participant has read the article. The objective of this discussion should be to reveal that kinds of why question your consultants are facing on a regular basis. This discussion has the potential to reveal a need for change and/or training.</p>	<p>In the Cover Story the author writes about how the most common way people (customers) complain is to ask a question that starts with the word "Why?"</p> <p>As a customer, I am certain that many of you have asked a "Why?" question of someone providing you service, and I am equally certain most of them had no answer or they told you, "<i>It's Our Policy!</i>" As the article indicates, "<i>It's Our Policy</i>" is the last refuge of someone who does not know why or who does not care.</p> <p>I would like to know:</p> <ol style="list-style-type: none"> 1. The kinds of why questions our customers are asking and ... 2. I'd like to get your feedback about how to respond positively in each instance. 3. OPTIONAL: As an employee, what kind of "Why" questions do you have about our business and/or its policies?
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"> • Guiding and Inviting • Using Why to Ensure Better Retention <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>