

# 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
<b>Help Customers Choose You</b> Page 5  Approx. 10 min.	<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 article seeks to help readers understand the need to raise their aim as they compete for the customer's heart. Rather than competing only with others in our industry we should look at the best of any business and use what we find to improve.</p>	<p>In the article, <u>Help Customers Choose You</u>, the writer is citing some information in the book <u>Exceptionalize It</u>. The author of the book writes that to be known as an exceptional business, the business and the people in it must compare and contrast the service they provide with any company in any business that is considered "the best."</p> <p>Tell some places (businesses) that you know about and/or have been to that we should use as models of exceptional service and tell me why.</p> <p>Finally, tell one thing that your model might inspire us to try here?</p>
<b>Brave</b> Pages 8 & 9  Approx. 15 min.	<p>The objective of this exercise is to have an engaging discussion with your staff about the value of bravery in the workplace.</p> <p>You will help your people better understand the function bravery in the interactions they have with customer, co-workers and the boss.</p> <p>You will engage with your people to the purpose of a conversation about the challenge of being brave on the job.</p>	<p>In the Cover Story the author writes about the value of bravery in the workplace. There are several places and circumstances where being brave can help.</p> <ol style="list-style-type: none"> <li>1. When people are brave enough to identify deficiencies in the business and bring that information to the attention of leadership they are acting bravely. Tell me one thing that absolutely needs to change about the way we conduct business.</li> <li>• What can we do to make it easier for you to bring what's wrong to our attention?</li> <li>2. Selling to customers can be very challenging. Many people are afraid to ask over concerns about being rejected or perceived as pushy. How do you overcome this kind of fear? What do you do?</li> <li>3. Why do you think that being brave is an essential quality for leaders and/or consultants?</li> </ol>
<b>All</b>  Approx. 5 min.	<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>• The Comeback Reason</li> <li>• Brave</li> </ul> <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>