

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
Keep Your Complaints Private 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 some frank discussion going regarding the kind of conversations and language customers may overhear as employees interact.</p> <p>The objective is to establish agreement about language to avoid and the proper place for workplace criticisms and disagreement.</p>	<p>In the article <i>Keep Your Complaints Private</i>, the author writes about the potential point of defection that occurs when a customer overhears one consultant complaining to another about the business, leadership, and technicians. The discussion followed a very good customer interaction with the complaining consultant. Unfortunately every word the customer overheard was another reason for him to defect.</p> <p>I have three points of discussion:</p> <ol style="list-style-type: none"> 1. What rules do we need to agree on about where and when complaints should be aired? 2. What signal or word tracks will each of us commit to signal others about the need for a conversation or coarse language to stop? 3. Coarse language can be ruinous as well. Do we need to work on eliminating this kind of language at work?
Business Cards and Business Growth Page 5 Approx. 15 min.	<p>In this exercise you will ask your consultants to assess their use of the business card as a relationship-building tool.</p> <p>The conversation may reveal a need to invest in more business cards, as business card usage in relation to this exercise tends to increase rather substantially.</p>	<p>In the article <i>Business Cards and Business Growth</i>, the author writes about the powerful impact that good business card practices can have on business growth.</p> <p>Tell me whether you consider each of the following to be strengths or needs. If you perceive a need, tell me what we should do change it:</p> <ol style="list-style-type: none"> 1. Card design/quality is in keeping with our brand. 2. Use of cards for referrals. 3. Availability of cards for dispersal. 4. Use of cards in every transaction.
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"> • Keep Your Complaints Private • Business Cards and Business Growth <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>