

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
Learning from Others 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 participants to discover that paying attention to service in other industries can lay the groundwork for improvement in your dealership.</p> <p>Be sure everyone has read the <i>Learning From Others</i> article.</p>	<p>In the article <i>Learning From Others</i>, the author writes about some of the substantial changes that have occurred in the health care industry in terms of customer service. There were three main categories of improvement and I would like to brainstorm around those elements to improve our operation.</p> <p>Timeliness — tell me one thing we could do right away to improve the speed with which we deliver service — without compromising quality.</p> <p>Individualized Care — name one thing we could do to learn more about what any specific customer values most about service.</p> <p>Better Information — tell me one thing we could do that would help consultants learn more about the products or services we sell.</p>
Urgency Required Page 11 Approx. 15 min.	<p>This is a brainstorming/planning exercise where you will ask your consultants to suggest improvements to the business in terms of two customer service problems that were mentioned in the article.</p> <p>This exercise requires people to be up front and honest in relation to things they do or things they have seen and heard that disappoint customers. In order for this to occur, you may wish to share a story about a difficult interaction you had, and then talk about what you learned and what you changed to make things better.</p>	<p>In the article <i>Urgency Required</i>, the author writes about an instance where a relatively new customer over hears a conversation between an existing customer and a consultant. The customer is complaining and the consultant is pretty disconnected from what's going on. Not liking what he is hearing, the new customer decides to leave. Please tell me:</p> <ol style="list-style-type: none"> 1. What do we or should we do when a customer has a complaint and other customers are within earshot to prevent the people listening from being adversely affected? 2. As a matter of common practice, what should we do to respond with appropriate urgency when a customer is complaining about either a Service comeback or an error we have made at the Parts Counter?
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: 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.)</p> <p>Tip: 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.</p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • Learning From Others • Urgency Required <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>