

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
Poor Manners Lose Every Time Page 7 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 think about and evaluate your dealership in terms of how easy it is for customer to understand where to go and what to do in the event they have a need for Service or Parts.</p> <p>You will have them tell you what needs to be done to make it easier to do business with your Service or Parts Department.</p>	<p>In the article <i>Poor Manners Lose Every Time</i>, the author writes about a customer who did not know how to access the Service Department (there was no Sales-to-Service handoff). When he finally got help a Service Consultant was rude and the customer defected.</p> <p>I would like to hear from you about what we need to do in our dealership to make it easier for customers to understand where to go and what to do to access Service and Parts. Please tell me:</p> <ol style="list-style-type: none"> 1. How can we improve outside/inside directional signage? 2. What is the most common "where is it?" question you hear from customers and what could we do to make it easier?
Exceptional Service Begins with You Pages 13 Approx. 15 min.	<p>This is a discussion that is designed to emphasize the importance of having your lounge or customer waiting area be perceived positively by your customers.</p> <p>This is accomplished by introducing them to the amenities and helping them feel comfortable about taking advantage of them.</p> <p>Your objective is to brainstorm how you might more effectively leverage this aspect of your business.</p>	<p>In the article <i>Exceptional Service Begins With You</i>, the author writes about leveraging the waiting area or customer lounge. Rather than simply pointing and directed them to the area, we will benefit by taking a little time to evaluate the space, the amenities, and the service we provide around it. Please tell me:</p> <ol style="list-style-type: none"> 1. What is the best way to introduce the customer to the waiting area? 2. What should we all do to ensure customers are comfortable with taking advantage of what we have to offer? 3. What should we do to make the experience more memorable?
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"> • Poor Manners Lose Every Time • Exceptional Service Begins with You <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>