

# PARTS 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
<p><b>I Don't Want to But I Can Hear</b> Page 4</p> <p>Approx. 10 min.</p>	<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 exercise is designed to get your staff to do a little self-analysis. When customers hear employees converse about the underpinnings of the business or how frustrated they may be with leadership or with their co-workers, it is reason for the customer to be concerned about their choice of dealerships.</p>	<p>In the article, <u>I Don't Want to But I Can Hear You</u>, the author writes about an experience where he overhears a rather caustic conversation that employees were having about their company. Despite his best efforts, he could not avoid seeing the dark underbelly of the business. The view and what he heard disappointed him and made him wonder about the choice he made.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> <li>1. Where are we most vulnerable in this way? Where is a customer most likely to hear things they shouldn't?</li> <li>2. What could we do to minimize the risk?</li> <li>3. What agreement could we make with each other so this does not happen here?</li> </ol>
<p><b>Cover Story The Best Measure of Exceptional Service — Referrals</b> Pages 8-9</p> <p>Approx. 15 min.</p>	<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>This exercise is designed to get your people to think about how to increase the number of referrals to your business.</p> <p>When someone delivers exceptional service they have earned the right to ask for referrals.</p>	<p>In the article, <u>The Best Measure of Exceptional Service — Referrals</u>, the author writes about how exceptional service entitles the consultant to ask customers for referrals. Which of the following ways would you be willing to commit to in the next month:</p> <ul style="list-style-type: none"> <li>• Ask for a referral directly</li> <li>• Give one get one</li> <li>• Invite the people to whom you are a regular customer to be your customer</li> <li>• Develop co-branding strategies by looking for opportunities to help your customers with their business through referrals</li> </ul>
<p><b>All</b></p> <p>Approx. 5 min.</p>	<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>• I Don't Want to But I Can Hear You</li> <li>• The Best Measure of Exceptional Service — Referrals</li> </ul> <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>