

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
Appreciate Your Customers Page 12 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 staff to discuss the best way to respond to a customer who has feedback for ways to improve service and processes in your business.</p> <p>You cannot ignore a suggestion — so you must respond productively.</p>	<p>In the article, <u>Appreciate Your Customers</u>, the author writes about a consultant who was rude to a customer who had a suggestion for improving the experience. I'd like to discuss what we can do to respond productively to customer feedback. What should we say when:</p> <ol style="list-style-type: none"> 1. A customer suggests something that seems to have a lot of merit. 2. A customer suggests that we do something that would require a lot of internal discussion and work. 3. A customer suggests something we have already decided we cannot do.
Say "No" to "No" Pages 8-9 Approx. 15 min.	<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>Be sure every participant has read the article. The objective of this discussion should be to reveal the kinds of customer needs or requests that your consultants hear that compel them to say "No."</p> <p>You have a two-part objective:</p> <ol style="list-style-type: none"> 1. What kinds of requests do customers have that cause a No response? 2. How will people in your business record and report the No's they hear to you? 	<p>In the Cover Story the author writes about how the 'Why' complaint is often preceded by a "No" response to a customer's request. Today, I want to talk about the reasons we are compelled to say No to a customer's request.</p> <p>Let's work together to do the following:</p> <ol style="list-style-type: none"> 1. List the reasons/circumstances that cause us to have to say No to a need or request. 2. Identify the way we will record and report instances where we are compelled to say No. <p>Bonus — given the time an inclination, you can have your group brainstorm options for the No issues that are uncovered. Specifically, instead of saying No, what else could we do?</p>
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"> • Appreciate Your Customers • Say "No" to "No" <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>