

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
Facing Down Your Competition Page 5 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 article seeks to help readers understand the absolute need to provide service that is measurably better than your competitors. Service has become the distinguishing aspect of the customer's experience.</p>	<p>In the article, <u>Exceptionalize It</u>, the author writes about the book by the same name. The author of the book writes about the need for people in one business to understand two basic things:</p> <ol style="list-style-type: none"> 1. What are the strengths of our business as compared to our competitors? Let's make a list. Please know that the things that make us special are of little use to us unless our customers know about them. As such, which of our strengths are under-appreciated and what can we do to change that? 2. What do our competitors do better than us? What do we need to do to counter these strengths?
Clean Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to have an engaging discussion with your staff about the relative cleanliness and organization of your department.</p> <p>As the author makes clear, the cleanliness of your department has a big impact on your customers' perception of the business. It may not be fair – but it is reality. As such, you will work with your people to identify opportunities and develop strategies.</p> <p>Prepare for this discussion by reviewing your department in terms of cleanliness and organization. See if your people share your opinion or perspective.</p>	<p>In the Cover Story the author writes about the importance of cleanliness and organization. Customers will decide about the quality of a business and its staff by evaluating cleanliness and organization.</p> <p>Let's take some time to talk about what we need to do to improve the appearance and organization of our business:</p> <ol style="list-style-type: none"> 1. Where are we exceptionally well organized? 2. Where do we need organization and what should we do? 3. In terms of keeping things clean – what are our strengths and what are our weaknesses? 4. How do we leverage our strengths and improve upon our weaknesses? 5. What tools for keeping things organized and/or clean do we need?
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"> • Facing Down Your Competition • Clean <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>