

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
Razzle Dazzle The Customer 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>The article outlines some basics principals of customer service that appear in the book <i>The Amazement Revolution</i>. In this exercise you will ask your team to evaluate their service in the context of six steps to providing amazing service.</p>	<p>In the article <u>Razzle Dazzle the Customer</u>, the author lists six elements of service that serve to distinguish service and function as a road map for providing great service consistently.</p> <p>Please do the following:</p> <ol style="list-style-type: none"> 1. Identify the steps that you think we execute especially well and please explain your choice. 2. Identify one of the six steps listed where we need to improve and give me one strategy, we should pursue to turn the need into a strength.
Tires Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the important role that tires play in improving sales and customer retention.</p> <p>This is an opportunity to identify where your staff thinks there are weaknesses or needs in your tire program. Part of your objective should be to assess your consultant's perspective about the how well positioned you are to capture tire sales.</p> <p>Have each participant complete the calculator exercise on: ServiceandPartsPro.com before the meeting. Have them write their result down.</p>	<p>In the article <u>Tires</u>, the author points out that if we can capture the customer's tire business, we will end up capturing all of his or her automotive repair and maintenance business. Please tell me:</p> <ol style="list-style-type: none"> 1. What were the results of your personal calculations using the Tire Opportunity Calculator? <p>NOTE: Using the results, help your staff understand that additional sales of profitable work come when we capture tire sales.</p> <ol style="list-style-type: none"> 2. Identify two tire selling strategies from the article that you are going to try to implement. 3. Name one thing that our dealership should do to increase tire sales in general. 4. Name one thing we should do to make selling tires easier for you.
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"> • Razzle Dazzle the Customer • Tires <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>