

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
Corky's Comments Page 2 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 some green light thinking started about the kinds of things your staff can do between now and the end of the year to express appreciation for your customers.</p> <p>You may wish to address each of the following types of customers separately:</p> <ul style="list-style-type: none"> • During a visit • At the end of the visit • On the phone • Very soon after the visit • No visit in a period of time 	<p>In <i>Corky's Comments</i>, he writes about the importance of taking time out at the end of the year to express sincere appreciation for our customers.</p> <p>Corky mentions that the best gifts are personalized. Little things we do for people in relation to things we know about their needs, interests, and experiences.</p> <p>With that in mind, I'd like for us all to take a step forward in developing some ideas about providing a little appreciation to our customers.</p> <p>Tell me what kinds of things we can start doing right now and commit to continue doing through the holiday season for the following customers:</p> <ul style="list-style-type: none"> • During the visit • At the end of the visit • On the phone • Very soon after the visit • No visit after a period of time
All's Well That Ends Well Page 16 Approx. 15 min.	<p>In this exercise you will ask your consultants to assess your business and their collective performance in the four categories listed in the article.</p> <p>Your objective is have your consultants pick one category to concentrate on for the purpose of improving service and/or the customer's experience.</p> <p>Using a 1 to 10 scale, ask each of your consultants to score first themselves and then the business as a whole in each of the four categories. Through polling, identify the category that has the lowest cumulative score.</p>	<p>In the article <i>All's Well That Ends Well</i>, the author writes about the importance of consultants being able to execute job fundamentals. For Service Consultants, it means ensuring fixed-right-the-first-time repairs. For Parts Consultants it means the right part at the right time.</p> <p>Beyond the basics the author writes about four categories of performance. Using a scale of 1 to 10, rate yourself and then our entire business on each category. Add up the total for each category and tell me which one rates lowest on your assessment.</p> <p>Tell me two things you think we should do to ensure the lowest scoring category rates better then next time.</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"> • Corky's Comments • All's Well That Ends Well <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>