

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>From the Desk of Corky Brabbs Page 2</p> <p>Approx. 10 min.</p>	<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 participants to discuss and brainstorm the value of sharing some holiday appreciation with each other and their customers.</p> <p>Service is a purposeful thing. This is an opportunity to develop some very specific plans for thanking people in a meaningful way.</p> <p>NOTE: You may wish to refer to the Understanding Customers article on page 4 of this magazine.</p>	<p>In the article <i>From the Desk of Corky Brabbs</i>, Corky writes about the wisdom associated with choosing to slow down during the holiday season and focus on maximizing relationships that we have with the people we work with and our customers.</p> <p>I'd like to take some time and do some deliberate planning around the notion of sharing appreciation with our co-workers and our customers. Please tell me:</p> <ol style="list-style-type: none"> 1. Which department do we tend to take for granted and what could we do to change the way we appreciate them? 2. Name two things we could do during the holiday season to express some special and memorable appreciation for our customers?
<p>Customer Service Phrases that Work Page 7</p> <p>Approx. 15 min.</p>	<p>This is a brainstorming/planning exercise where you will ask your consultants to evaluate the business in terms of some of the negative service language that can creep in and turn customers off.</p> <p>Most negative language centers around policies and rules that apply to transactions and what customers cannot do or what you are not allowed to do on the customer's behalf. You may wish to use some of your "rules" or "policies" to get the conversation started.</p>	<p>In the article <i>Customer Service Phrases that Work</i>, the author writes about the need for service providers to speak positively. There are several negative phrases that the author refers to early in the article after which he shares some alternative positive phrases.</p> <p>I'd like to take some time to think about the kinds of things we tell customers that are perceived as negative and discuss how the language can be changed to sound more positive. Think about our policies and rules and give me two that you think we need to refine.</p> <p>Let's brainstorm some changes in the language.</p>
<p>All</p> <p>Approx. 5 min.</p>	<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: 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.)</p> <p>Tip: 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.</p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • No Excuses Solve the Problem • Uncertain Customers <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>