

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
Thawing Out a Problem 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 your participants to think about and brainstorm about the different ways consultants can get to know their customers.</p> <p>The consultant in the story paid attention to a Florida license plate which led to him discovering the customer was a member of the armed services. This led to providing a unique level of service.</p>	<p>In the article <i>Thawing Out a Problem</i>, the author writes about a consultant in North Dakota, who paid attention to a Florida license plate and in turn determined the customer was a member of the armed services. The discovery impacted the way he spoke to her as well as the kind of service he provided.</p> <p>I'd like to hear from you about what you have done to identify the interests of your customers. Please tell me:</p> <ol style="list-style-type: none"> 1. What kind of clues do look for and act on that are a part of the customer's vehicle? 2. What kinds of things do you pay attention to regarding the information about a customer in our CRM? 3. What are some of the things that you notice and discuss regarding what customers might be wearing?
The Fundamentals of Essential Sales Pages 8 & 9 Approx. 15 min.	<p>This is a discussion that is designed to emphasize the importance of getting your consultants to encourage your customers to use your dealership for each of the categories listed in the article on page 8 and 9.</p> <p>Your objective is to get feedback from your people as it relates your primary strength and your primary need from the list.</p> <p>The key is to get your consultants to commit to a change in the way they promote a given service.</p>	<p>In the article <i>The Fundamentals of Essential Sales</i>, the author writes about the advantages associated with capturing our customer's business in 7 important areas. The point is, if we can capture the customer's business in these areas we will earn the rest of their business.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. Which of the services listed is our primary strength? What could we do to leverage that strength for maximum effect? 2. Which of the services listed is our primary weakness? Name two things we must do you turn it into a strength.
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"> • Thawing Out a Problem • The Fundamentals of Essential Sales <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>