

# 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  |
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| <p><b>You Can Make a Difference</b><br/>Page 12</p> <p>Approx.<br/>10 min.</p> | <p><b>Opener/Energizer.</b> 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 staff to do some introspection. Perhaps one of the most difficult aspects of dealing with customer complaints is when one service provider must accept responsibility for someone else's error.</p> <p>Your objective will be to get the perspective of your staff to understand where the opportunities are to improve.</p>                                      | <p>In the article, <u>You Can Make a Difference</u>, the author writes about how accepting responsibility for errors is the responsibility of the service provider. This is true even when the fault is that of a co-worker.</p> <p>I'd like to take a little time to talk about how each of you deals with an angry customer who has a legitimate complaint about an error made by a co-worker. Conventional wisdom says that we must take responsibility. This is easier said than done. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What are some of things you say to assure your customer that you are willing to accept responsibility and take charge of the solution?</li> <li>2. What circumstances do you think are the primary causes of these instances and what would you recommend we do to reduce them?</li> </ol> |
| <p><b>Cover Story</b><br/>Pages 8 &amp; 9</p> <p>Approx.<br/>15 min.</p>       | <p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>This exercise is designed to get your people to think about which elements of this series resonate for them the most.</p> <p>Be sure each participant has a copy of the magazine or the article to reference.</p>  | <p>In the <u>Cover Story</u>, the author reviewed the Transactions vs. Relationship articles written and published over the year. Take the time to review the article and do the following:</p> <ol style="list-style-type: none"> <li>1. Identify two points made in the article that you think are or could be worth spending time and effort implementing. Why do you think the idea is valuable?</li> <li>2. Identify two points where you or we are especially effective. Explain how this strength is helpful.</li> </ol>   |
| <p><b>All</b></p> <p>Approx.<br/>5 min.</p>                                    | <p><b>Wrap Up</b> — 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• You Can Make a Difference</li> <li>• Cover Story</li> </ul> <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>   |