

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
Stats Page 4 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 staff to discuss some of the ways that they provide service that is over above the call of duty.</p> <p>Start a discussion that encourages participants to share some they have done to exceed customer expectations. You will always get more of what you decide to emphasize so let the conversation flow.</p>	<p>In the stats section of the magazine on page four, the writer reports that 81% of customers believe that businesses are either meeting or exceeding expectations. I would like to spend some time hearing about your recent successes.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What have you done lately for a customer that your are particularly proud of? 2. What have you seen from a co-worker that has been exceptional? 3. What could we do more of to the purpose of exceeding customer expectations? 4. As a consumer, what was the latest exceptional experience you had?
Customer Retention Pages 8-10 Approx. 15 min.	<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>The objective of this exercise is to have each participant tell you what article in the series resonated with. Them the most and why.</p> <p>Be sure to provide everyone access to the article and have a copy of each month of 2018 Consultant available for reference.</p>	<p>In the Cover Story the author summarizes the articles that have been written and published through the entire year. I would like for you to review the article subjects and tell me:</p> <ol style="list-style-type: none"> 1. Which of the 11 retention articles in 2018 resonated the most for you? 2. Tell me what you liked most about it. 3. What service subjects would you like to read more about? 4. Which of the articles describes behaviors that are most like ours?
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"> • Stats • Customer Retention <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>