

# 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
<b>Stats</b> Page 4  Approx. 10 min.	<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 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"> <li>1. What have you done lately for a customer that your are particularly proud of?</li> <li>2. What have you seen from a co-worker that has been exceptional?</li> <li>3. What could we do more of to the purpose of exceeding customer expectations?</li> <li>4. As a consumer, what was the latest exceptional experience you had?</li> </ol>
<b>Customer Retention</b> 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"> <li>1. Which of the 11 retention articles in 2018 resonated the most for you?</li> <li>2. Tell me what you liked most about it.</li> <li>3. What service subjects would you like to read more about?</li> <li>4. Which of the articles describes behaviors that are most like ours?</li> </ol>
<b>All</b>  Approx. 5 min.	<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>• Stats</li> <li>• Customer Retention</li> </ul> <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>