

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
Almost But Not Quite 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>The article explains a common problem in business when people in the business get busy. Namely, quality tends to suffer. Lots of work gets done but nothing spectacular or memorable. Engage your staff to the purpose of avoiding this problem.</p>	<p>In the article <u>Almost But Not Quite</u>, the author writes about a Service Consultant who gets so busy doing a lot of work he fails to connect with his customer and/or provide a memorable experience.</p> <p>I would like to discuss if this kind of thing happens here, how to avoid it and what to do when it does happen. Please tell me:</p> <ol style="list-style-type: none"> 1. When does this happen here? 2. What can we do to avoid it? 3. When it happens, what can we do to minimize the potential damage it can cause?
The Best Test of Your Service Page 5 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand one of the best measures of quality service is a customer referral.</p> <p>This is a metric that is worth measuring documenting and improving. You may wish to do the following over time:</p> <ol style="list-style-type: none"> 1. Have consultants record when they ask for a referral. 2. Based on your early measure — establish a standard (number per day/week/month) that you expect. 3. Measure and report individual and collective results. 	<p>In the article <u>The Best Test of Your Service</u>, the author writes about how a customer referral is the best measure of the quality of the service you provide.</p> <p>I would like for all of us to get more referrals from our existing customers. Please tell me:</p> <ol style="list-style-type: none"> 1. What would most of your customers say is the best aspect of your service? Do you think it's enough to result in a referral to your customer's friends or family members? 2. Based on the article and your experience, how would you ask a customer who got great service from you for a referral. What would it look or sound like?
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"> • Almost But Not Quite • The Best Test of Your Service <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>