

GET THE MOST OUT OF YOUR MEETINGS

- ✓ Use this planner to conduct short meetings each month using material from Consultant magazine.
- ✓ All you need to say and do is right here.
- ✓ Meeting times are short.
- ✓ Lessons are designed to improve performance and results of your Consultants.

Article & Page	Activity	Manager's Script
<p>Avoid Poison Pills Page 4</p> <p>Approx. 10 min.</p>	<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 objective of this exercise is to engage with your staff to identify potential poison pills within your business.</p>	<p>In the article <u>Avoid Poison Pills</u>, the author writes about how slipping into bad procedural habits can be just like taking arsenic for your career. Please tell me:</p> <ol style="list-style-type: none"> 1. What kinds of shortcuts (things not done fully) can be ruinous to a Parts or Service Consultant's career? 2. Do we take any shortcuts in customer service that need to be shored up?
<p>Poorly-Handled Phone Calls Page 6</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to engage your consultant team in a serious discussion about the strengths and weaknesses of your phone system.</p> <p>Have each participant place 3 to 4 calls to competitors for pricing information and ask them to prepare a summary verbal report. Have them (or their friends/family) place 3 or 4 calls to your dealership. At least one should go through reception, and another should be a transferred from sales. Ask them to record their findings as well and bring them to share.</p>	<p>In the article <u>Poorly-Handled Phone Calls</u>, the author writes about a customer who went through a very hard time trying to get someone at the dealership to answer the phone. She listened to endless messages, was ignored by those who answered, and was transferred from one phone to another — to no avail. Please tell me:</p> <ol style="list-style-type: none"> 1. How vulnerable are we to that happening here? 2. What is our biggest Strength and Weakness on the phone? 3. Regarding phones in this department tell me one thing: <ol style="list-style-type: none"> a. We should START doing b. We should STOP doing c. We should CONTINUE to do.
<p>All</p> <p>Approx. 5 min.</p>	<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"> • Avoid Poison Pills • Poorly-Handled Phone Calls <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>