

## 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
<b>Make Sure Names are Known</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>The objective of this exercise is to ensure your consultants understand the importance of knowing and using customers' names along with getting customers to know and use the consultant's name.</p> <p>The key is to get the customer to become connected to people in the business instead of just the name on the wall.</p>	<p>In the article <u>Make Sure Names are Known</u>, the author writes about the importance of ensuring people in the business are known by name to customers who in turn know and use employee names.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> <li>1. What tactics do you use to ensure your customer knows and uses your name? How do you get them to remember it?</li> <li>2. What strategies do you use to learn and use your customer's name?</li> <li>3. How do you deal with circumstances where the customer's name is difficult to pronounce? What do you do to prevent discomfort about this?</li> </ol>
<b>Embrace the Complaint</b> Page 5  Approx. 15 min.	<p>The objective of this exercise is to get your participants to discuss the best ways to prevent, identify, and deal effectively with customer complaints.</p> <p>One important point you will need to make is that complaints are also opportunities to show our best selves. A complaint that is dealt with effectively can endear the customer to the business.</p> <p>Be sure everyone has read the article and has it for reference purposes.</p>	<p>In the article <u>Embrace the Complaint</u>, the author takes the perspective that complaints are opportunities to put our best foot forward, solve a problem, and make a friend. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What is the most common way people complain?</li> <li>2. What is the most common unproductive response from a service provider when a customer asks why?</li> <li>3. Under what circumstances do you most often hear a customer ask why? How could we prevent this in the future?</li> <li>4. What types of options do we need to develop to reduce the number of times we have to say 'No.'</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>An objective of this activity is to set the stage for next month's meeting. Consultants will prepare to answer the questions you may ask.</i></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> <li>• Make Sure Names are Known</li> <li>• Embrace the Complaint</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>