

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
Be Very Clear in What You Say Page 5 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 objective of this exercise is to get your consultants to identify and discuss ambiguous parts of their speech that might cause problems with customers.</p> <p>Listen for a day to the purpose of discovering and rooting out ambiguous language in your dealership</p>	<p>In the article <u>Be Very Clear in What You Say</u>, the writer makes the point that when we use ambiguous language it only tends to confuse the person (often the customer) with whom we are speaking. The first step is to identify ambiguous language and select a less ambiguous more clearly worded alternative.</p> <p>For example, the word 'soon' one would commit to providing a specific time or at least a good approximation. <i>"Your car should be ready by 5:00pm. If there are any problems that might cause a delay, I will call you before you come to pick it up."</i></p> <p>Let's look at the ambiguous language samples in the article and decide how to reword them for clarity.</p>
Help Customers Breathe Easier... Page 4 Approx. 15 min.	<p>The objective of this exercise is to get your participants to discuss the best ways to identify and sell needed cabin filters.</p> <p>The article gets things started but your consultants should use the QR code to link to a video that will bring a strategy for selling cabin filters to anyone that visits your Service Lane.</p>	<p>In the article <u>Help Customers Breathe Easier...</u>, the author writes about selling cabin air filters in our Service Lane. You have all watched the associated videos, so now please answer these questions:</p> <ol style="list-style-type: none"> 1. What's your opinion about how the consultant established the need for a filter? 2. Where the benefits of filter replacement clearly stated, and if not what more should have been said? 3. In the video the filter was sold and installed in the lane. What would we have to do to make that work here?
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"> • Be Very Clear in What You Say • Help Customers Breathe Easier... <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>