

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
Observations to Succeed Page 2 Approx. 10 min.	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. The objective of this exercise is to engage with your staff to develop strategies for learning, remembering, and using customer's names.	In the article <u>Observations to Succeed</u> , Corky writes about several things that a good Parts or Service Consultant should know about building relationships. One of note is remembering names. Please tell me: <ol style="list-style-type: none"> 1. How do you learn your customer's name? 2. How do you ensure you will pronounce it correctly? 3. What steps will you take to remember it? 4. What else is important about names?
Give Full Attention Page 11 Approx. 15 min.	The objective of this exercise is to engage your consultant team in a serious discussion about how to ensure distractions do not interfere with customer service. The first part of the exercise is where your team will list the distractions that can occur in the lane or at the counter. You must seek to make as exhaustive a list as is possible. The second aspect of this exercise is where your team will decide how to ensure distractions are minimized or eliminated wherever possible.	In the article <u>Give Full Attention</u> , the author writes about the importance of not letting distractions interfere with customer service. Let's take some time and think about this subject and please tell me: <ol style="list-style-type: none"> 1. Make a comprehensive list of the kinds of things that cause distractions at the Parts Counter or in the Service Lane. 2. Now, considering each distraction that we have listed, please tell me what we can do to either eliminate it altogether from the customer's experience or minimize it such that it does not diminish the quality of the experience.
All Approx. 5 min.	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. 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> 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>	We have talked about: <ul style="list-style-type: none"> • Observations to Succeed • Give Full Attention 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?