

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
Next Appointment 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 objective of this exercise is to get your consultants to consistently set the next appointment. This should be a last step in the redelivery process.</p> <p>The key is to get the customer onto the schedule and as reason to reconnect with them down the road.</p> <p>Be sure everyone has a copy of the article. After you have explained how the next appointment can be set, give participants the opportunity to practice and/or to show how they do it.</p>	<p>In the article <u>Scheduling The Next Appointment</u> the author writes about how customer retention is largely dependent on setting the customer's next appointment before they leave from their current engagement.</p> <p>We want to turn the customer's current visit into another one down the road. As such, the last step in our deliver process will be to set the customer's next appointment. This can be done by:</p> <ol style="list-style-type: none"> 1. Setting a maintenance or repair appointment. How do we get the customer on the schedule when his next needed maintenance is difficult to calculate. The key is to get them on the schedule which can be changed as the date approaches. 2. Setting a PitStop appointment to fill fluids, check air, and answer questions. 5 to 20 minutes. <p>Either way the customer is on the schedule and has a chance of being retained.</p>
Value vs. Affordability Page 10 Approx. 15 min.	<p>The objective of this exercise is to get your participants to discuss the best ways to identify and deal effectively with price objections.</p> <p>It is critical that consultants can determine if a customer's price objection is based on value (is it worth it) versus affordability (do they have the means).</p> <p>Be sure everyone has read the article and has it for reference purposes.</p> <p>Be prepared to ask participants about how they determine what a customer means when they say, "<i>The price is too high?</i>"</p>	<p>In the article <u>Value vs. Affordability</u> the author writes about how important it is to understand if a customer's "It's too high" price objection is based on there being a value objection — where they do not think the product or service is worth the price we are asking or if they mean that they do not have the money or means to afford it.</p> <ol style="list-style-type: none"> 1. Show me how you would make the determination – what question would you ask. (see article) 2. How would the customer respond if he has a bad value perception? What would you say in response? 3. How would the customer respond if he could not afford it? What would you say in response?
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>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"> • Next Appointment • Value Vs. Affordability <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>