

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
Replacing Tires Pages 4/5 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 weaknesses in the store's tire program. You have the opportunity to hear about the things that are standing in the way of tire sales.</p> <p>Hold your meeting in the Service Lane and work to evaluate every aspect of the customer's tire experience.</p>	<p>In the article <u>Replacing Tires</u>, the author writes about selling tires long before the need. He emphasizes the need to be ready with the best story possible for why tires are our strength.</p> <p>Tools – what selling or presentation tools do we need to get or have replaced?</p> <p>Process – Identify the strengths and weaknesses of our tire selling strategy.</p> <p>Promotion – name two things we could do to ensure ALL of our customers know we're in the tire business.</p> <p>Selling – what one thing would you change about looking tires up, identifying which tires to offer, and the best way to complete the sale. What is our biggest impediment to selling tires?</p>
Satisfaction is Just the Start Page 6 Approx. 15 min.	<p>The objective of this exercise is to get your participants to discuss ways to make or improve personal connections with customers.</p> <p>The idea is to mix relationship-oriented questions into each transaction. Consultants should want to develop loyal customers through discussions about the customer, their family, their interests, and other information that creates or improves relationships.</p>	<p>In the article <u>Satisfaction is Just the Start</u> the author writes about how just transacting business is not enough to retain customers. It requires making a personal connection with customers so that they see each of you as the best person to come to for their vehicle needs. Please tell me:</p> <ol style="list-style-type: none"> 1. Which idea about making personal connections did you like best and why? 2. Which idea about using the vehicle to connect with customers do you like the best and why? 3. What is missing in the way of good ideas for either or both?
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"> • Replacing Tires • Satisfaction is Just the Start <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>