

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
Transparency Page 4 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 assess which functions in your Parts or Service Department lack transparency.	In the article <u>Transparency</u> , the author writes about several things that influence a customer's perception of transparency in our business. Please tell me: <ol style="list-style-type: none"> 1. What processes or services in Parts lack transparency for the customer? What can be done to correct this? 2. What processes or services in Service lack transparency for the customer? What can be done to correct this?
Making Money — Selling Right Page 10 Approx. 15 min.	The objective of this exercise is to engage your consultant team in a serious discussion about how to avoid making assumptions about what a customer can or cannot afford. The key is to get your selling staff to understand that it is wrong to make assumptions about what a person can or cannot afford. Additionally, it is important that each of you establish an ethical standard for selling. This will help you know the best way to proceed.	In the article <u>Making Money — Selling Right</u> , the author writes about the importance of not making assumptions about what a customer can or cannot afford. The writer also admonishes readers about how it is altogether ethical and moral to ask a customer to buy something that is needed and necessary. Please tell me: <ol style="list-style-type: none"> 1. What products or services do we offer where the perceptions about affordability tend to slow things down? 2. Please tell me why it is ethical and moral to tell a customer about the kind of work the vehicle needs or the kinds of products and services that must be added to ensure the job is done correctly? Otherwise, please tell me why these things should be ignored or not addressed.
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"> • Transparency • Making Money — Selling Right 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?