

## 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
<b>Observations to Succeed</b> <b>Corky's Corner</b> Page 2  Approx. 10 min.	<p><b>Opener/Energizer.</b> 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 great ways to establish and/or develop trust among customers.</p> <p>Your objective is to develop as comprehensive a list as possible of ideas and tactics designed to develop trust.</p>	<p>In the article <u>Observations to Succeed</u>, Corky writes about consultants who build trust among their customers. This is a worthy goal — one that supports business and gives customers the best possible reason to return to the business to spend their hard-earned money.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> <li>1. One way to build trust is to deliver service faster and/or at a lower price than expected. Give me some examples of how you have done either.</li> <li>2. Look at the list in Corky's article and tell me which ones you have used to develop trust with your customers.</li> </ol>
<b>Customers Buy When They Understand</b> Page 4  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 customer fears.</p> <p>The article focuses on quelling three different common fears that customers have about auto repair in dealerships. You may choose to bring your own perceptions about customer fears and/or encourage your participants to do the same.</p>	<p>In the article <u>Customers Buy When They Understand</u>, the author writes about three fears customers have that can cause them to go elsewhere when they are not effectively countered. Please tell me what you think is the best way to counter each of the following customer fears:</p> <ol style="list-style-type: none"> <li>1. Inconvenience</li> <li>2. High Cost</li> <li>3. Undo Advantage</li> </ol> <p>Countering customer fears is an important part of our work, and you must have a plan for dealing with them before they occur.</p>
<b>All</b>  Approx. 5 min.	<p><b>Wrap Up —</b> 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• Observations to Succeed</li> <li>• Customers Buy When They Understand</li> </ul> <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>