

PARTS Manager Meeting Planner

This meeting planner is a tool that you can use to expand your training by using information from this month's *Consultant* magazine.

Article & Page	Activity	Manager's Script
The Choice Close Page 10 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>This exercise is designed to get your staff to discuss the effectiveness of the Choice Close.</p> <p>One thing to consider is the use of role play. Take the opportunity to have participants demonstrate what a good choice close looks and sounds like.</p>	<p>In the article, <u>The Choice Close</u>, the author writes about the primary advantage of the choice close in that when it is used properly — it eliminates or at least significantly reduces hearing the customer say, "No."</p> <ol style="list-style-type: none"> 1. Which of the four types of choice closes listed in the article, do you think will work best and why? 2. Have you heard or used any other kinds of choice closes with your customers? Please explain. 3. The author indicates that we should be cautious about using a price-based choice close. Why is this important? Do any of you have experience with this? Please explain.
How to Avoid Getting Fired Pages 8 & 9 Approx. 15 min.	<p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>This exercise is designed to get your people to think about your strengths and weaknesses in relation to the brand of service you have built in your department and dealership.</p> <p>This is a voice of the worker exercise where you will encourage and allow an open airing of opinion.</p>	<p>In the Cover Story the author writes about several things that consultants or businesses can do to get fired by their customers. The objective of this exercise is to discuss and identify which of the ways listed in the article represent our strengths and how we can leverage them and which represent things that we should work on. With that in mind, please tell me:</p> <ol style="list-style-type: none"> 1. Which one of the ways listed would you say is something we should work to improve? What steps should we take? 2. Which one of the ways listed is our greatest strength? What could we do to leverage that strength?
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"> • The Choice Close • How to Avoid Getting Fired <p>In addition to these subjects, what other one article or bit of information stands out for you in this month's <i>Consultant</i> magazine?</p>