

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
<p>On A Roll — Reasons to Sell Tires Page 4</p> <p>Approx. 10 min.</p>	<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 article can be used to help your staff understand the opportunity associated with tire sales. While the margin on tires is low — the margin on the parts and labor that will come from an inspection around the wheel and under the hood will make focusing on tires very worthwhile.</p>	<p>In the article, <u>One A Roll — Reasons to Sell Tires</u>, the author cites some interesting stats about the advantages associated with selling tires. Here are a few:</p> <ol style="list-style-type: none"> 1. 15% of vehicles in the Service Lane need at least one tire. We are currently not at 15%. What's the best thing we can do to improve? 2. 75% of people buy from the person who first recommends them. Name one encumbrance we face in getting people to buy tires from us. What should we do? 3. 78% of people buy additional services. What do we need to do to ensure those needs are found and recommended in a timely way?
<p>MPVI Pages 8 & 9</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to help your consultants understand the wiper challenge.</p> <p>You will want to explain the incentive and discuss how your store can capture enough sales to warrant a win for everyone.</p> <p>Part of your objective will be to listen to your consultants about what they feel they need to support the effort.</p>	<p>In the article <u>MPVI</u>, the author points out how essential the inspection process is to the purpose of building trust with customers and increasing sales. I would like your feedback on the following issues:</p> <ol style="list-style-type: none"> 1. What stops us from starting MPVI during reception — including a tread depth measurement, wipers and lighting? How do we fix this? 2. Is the quarter time outlined in the article realistic or possible here? If not, how could we get it to work? 3. What is the weakest aspect of the MPVI and re-delivery? How do we make it better?
<p>All</p> <p>Approx. 5 min.</p>	<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"> • On A Roll — Reasons to Sell Tires • MPVI <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>