

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 Price Close Page 4 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 article discusses the wisdom of avoiding a price close. Using the price close does not reveal benefits and may steer the customer into a product that under performs. It's important that you guide your people away from using a price close.</p>	<p>In the article <u>The Price Close</u> the author describes a price close and then recommends that you avoid it as a way of closing the sale. Closing on price may leave the customer unaware of the quality aspects of the product or service and might lead to a purchase where the customer is under served.</p> <p>The author suggested a few other types of closings that might work. Which of them have you used and if you haven't, how do you close sales while ensuring the customer understands value and does not end up buying something that under performs for their circumstances?</p>
Communicator Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the importance of guiding rather than forcing their customers into a purchase.</p> <p>This requires planning and practice but usually produces results that cannot be duplicated otherwise.</p> <p>The key is to get your customer to say what you might otherwise lecture him about. The premise is simple. If the customer says it — they own and believe it and will likely act on it.</p>	<p>In the article <u>Teacher</u> the author writes about your role as teacher when it comes to helping customers make good purchase decisions. There are two principles outlined.</p> <ol style="list-style-type: none"> 1. People don't argue with their own information and 2. Adults are babies in big bodies. <p>Which of the two resonated for you? Where would your choice work best or where do you think it is worth trying?</p> <p>Do you have a better way? What is it?</p>
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 Price Close • Teacher <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>