

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
A Strong Opening 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 objective of this exercise is to engage with your staff to the purpose of discussing customer greetings. If you have not already, please use this opportunity to establish a time and distance standard.</p>	<p>In the article <u>A Strong Opening</u>, the author writes about the importance of a strong welcome/greeting. The author stressed the importance of a greeting to the purpose of retention and increased sales. We don't have long to make a good first impression. Please tell me:</p> <ol style="list-style-type: none"> 1. One thing we could do individually and as a group to take greetings and the customer welcome to the next level. 2. Let's agree on the maximum amount of time a customer is in the store before they get a greeting and the maximum distance from us the customer will be before we greet them.
Next Appointment Strategy Page 8 Approx. 15 min.	<p>The objective of this exercise is to engage your consultant team in a serious discussion about how to use the facts to set our customer's next appointment.</p> <p>Consider establishing a standard for the percentage of customers in each day who set their next appointment before their current experience ends. Either establish a standard of your own or engage your staff to the same purpose. Be sure the standard is attainable.</p>	<p>In the article <u>Next Appointment Strategy</u>, the author writes about the different circumstances that make it possible to set the customer's next appointment. Consultants must find the right reason to offer to put the next date on the calendar. Please tell me:</p> <ol style="list-style-type: none"> 1. Which of the methods listed in the article do you think works best and why? 2. Aside from the methods outlined in the article what suggestions do you have as reason for the customer to return within a specific time frame?
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"> • A Strong Opening • Next Appointment Strategy <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>