

## 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>Pave the Road with Integrity</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 share their perspective about integrity.</p> <p>Your objective should be to gather definitions or characteristics of integrity and then discuss what a person with those characteristics says and does that make it clear they have integrity.</p>	<p>In the article <u>Pave the Road with Integrity</u>, the author writes about how important it is that people in our business have integrity.</p> <p>I'd like to take a few moments to discuss what a Service or Parts Consultant would say or do that would cause those listening and watching to say, "<i>That person has integrity.</i>"</p> <ol style="list-style-type: none"> <li>1. What are some of the things that a consultant with integrity say?</li> <li>2. What are some of the things that a consultant with integrity do?</li> </ol>
<b>Shaping Perception</b> Page 7  Approx. 15 min.	<p>The objective of this exercise is to get your participants to review the list of four subheads that some consultants use that tend to be unproductive or backfire.</p> <p>Your objective is to get your consultants to agree that using any of the subheads with a customer could be ruinous to the business and one's career.</p>	<p>In the article <u>Shaping Perception</u>, the author writes about 4 things some people do to encourage or even force the customer into a purchase. Please tell me the following:</p> <ol style="list-style-type: none"> <li>1. Which of the four do you think is the worst and why?</li> <li>2. Aside from what you read in the article about a better way, choose one item and tell me another better way to handle it.</li> </ol>
<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>• Integrity</li> <li>• Shaping Perception</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>