

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
<p>Getting Personal Page 5</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>The objective of this exercise is to get your consultants to understand that retention requires a personal connection with the customer and a great way to start that process is with the vehicle.</p> <p>You will brainstorm with your staff about different ways you can honor the customer's vehicle.</p>	<p>In the article <u>Getting Personal</u>, the author writes about how the vehicle can be used to the purpose of connecting with the customer and providing a level of service that brings them back. How do you, or would you, leverage the following things found on or in your customer's vehicle.</p> <ul style="list-style-type: none"> Non-political stickers Aftermarket Accessories GM Accessories An upcharge paint color An amazingly clean interior A baby seat
<p>Brakes Page 4</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to get your participants to be able to explain quickly and well what various brake components do so that a contrast can be drawn between the customer's parts and replacements that can be counted on to function well.</p> <p>You will challenge your consultants to describe the following parts in the simplest terms possible:</p> <ul style="list-style-type: none"> • Rotor • Caliper • Master Cylinder <p>Be prepared to share your best takes on this challenge.</p>	<p>In the article <u>Brakes</u>, the author writes about many additional parts — besides pads — that may need to be serviced or replaced. Part of constructing a convincing story for repair or replacement is the ability to describe in the simplest terms possible what each part does.</p> <p>In the next few minutes, I will ask you to write what 3 different brake parts do. Describe their function in the simplest terms possible.</p> <p>Rotor — works with brake pads to change motion into heat through friction. The rotor dissipates heat into the atmosphere.</p> <p>Caliper — holds the brake pads and serves to 'clamp' the pads around the rotor surface beginning energy conversion.</p> <p>Master Cylinder — pressurizes hydraulic fluid in metal lines to control braking system function.</p>
<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.</i></p> <p>Tip: <i>Another objective 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"> • Getting Personal • Brakes <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>