

## 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><b>Corky's Corner</b> Page 2</p> <p>Approx. 10 min.</p>	<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>It can be very difficult for consultants to remain composed in the face of criticisms delivered by an angry customer. This is especially true when the criticism is about someone else's error, or the customer is casting aspersions that are not truthful.</p>	<p>In his corner Corky writes about what amounts to emotional intelligence. It begins with a decision to operate on facts and to avoid allowing emotions to rule our behavior.</p> <p>Corky offers some suggestions in the second column of his article. Which of his suggestions resonates the most with you and why?</p> <p>What tactics have you used that worked to the same purpose? What else could one do to avoid becoming overly emotional?</p>
<p><b>DEEEUAOA</b> Page 5</p> <p>Approx. 15 min.</p>	<p>This article explains the objectives and hazards of using abbreviations and acronyms in the language we use to communicate with customers.</p> <p>The key is to avoid the language if you can or if it must be used to explain its meaning in real time.</p>	<p>In the article, DEEEUAOA, the author writes about the hazards of using acronyms and abbreviations in our customer facing dialogue. The first objective is to avoid their use and the second is to explain them in real time — if they must be used. Please tell me:</p> <ol style="list-style-type: none"> <li>1. What kind of abbreviation or acronyms do you deal with the most?</li> <li>2. Which ones tend to trip the customer up the most?</li> <li>3. What are your best practices in relation to this issue?</li> </ol>
<p><b>All</b></p> <p>Approx. 5 min.</p>	<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.</i></p> <p><b>Tip:</b> <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"> <li>• Corky's Corner</li> <li>• DEEEUAOA</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>