

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
Never Stop Noticing 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 ensure consultants are clear about the need to pay attention to the way customers feel about their vehicle.</p> <p>The premise is that to ignore something the customer is especially proud about is to risk defection.</p>	<p>In the article Never Stop Noticing the author writes about a customer who was always happy to hear compliments about a vehicle he took especially good care of. A new consultant was unaware and made the error of ignoring how well maintained the vehicle was. The customer was disappointed and defected.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What are some of the things that you have seen either in the way the vehicle is maintained or added to that you complimented your customer about? 2. What was the outcome? 3. What steps could we take to be more aware?
We Can All Do Better Page 10 Approx. 15 min.	<p>The objective of this exercise is to either encourage your consultants to submit an article to enter the \$300 contest or to discuss the questions that pertain to the article.</p> <p>Make sure each participant has had the opportunity to read the article and consider the questions.</p> <p>Please encourage your consultants to log onto serviceandpartspro.com and share their thoughts.</p>	<p>The article on page 10 is an invitation for each of you to participate in a writing contest. Let's take a moment and read the article and answer each of the questions.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. How can the dealership improve the welcome? 2. Could the initial interaction be warmed up and how? 3. Can changes be made to improve the customer's experience waiting? 4. Is there any way to improve the redelivery experience? 5. What should be done to maximize the likelihood of the customer returning to the dealership?
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"> • Never Stop Noticing • We Can All Do Better <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>