

## 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>Consultant CSI</b> Page 4  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 understand that exceeding expectations can only be done AFTER meeting expectations.</p> <p>There is no trick or wonderful thing you can do to WOW your way out of failing to meet basic expectations. You must deliver competence first and then seek to WOW your customer.</p>	<p>In the article <u>Consultant CSI</u>, the author writes about several things that must be done to essentially meet customer expectations. It is only after you have taken steps to perform the basic job well that you can seek to do more.</p> <p>Within the 8 steps outlined in the article you CAN plan to do more with a given step – performing the basics and then dressing the service up for more.</p> <ol style="list-style-type: none"> <li>1. Choose any of the 8 steps in the article and tell me one thing you could do within that step to WOW your customer. How could you dress it up to make the experience truly memorable?</li> </ol>
<b>Three Simple Steps</b> Page 5  Approx. 15 min.	<p>The objective of this exercise is to get your participants to engage around the <u>Consultant</u> magazine three step sales process.</p> <p>Every month we will <i>reinforce one of the steps with specific strategies to improve its effectiveness. Engage your staff in a discussion of the entire article.</i></p>	<p>In the article <u>Three Simple Steps</u>, the author writes about a simple 3 step selling process. Look at the three steps and do the following:</p> <ol style="list-style-type: none"> <li>1. Tell me which step would you consider to be your greatest strength and why?</li> <li>2. Which step do you find most problematic and why?</li> <li>3. What would anyone suggest be done to turn a given weakness you heard about into a strength?</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>• Consultant CSI</li> <li>• Three Simple Steps</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>