

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
Succinct Page 9 Approx. 15 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 get your consultants to understand that there is an unlimited capacity to improve everything. This includes writing vehicle conditions clearly – using as few words as possible. Run through your ROs and choose ten which could use this treatment.</p>	<p>In the article <u>Succinct</u>, the author writes about how important it is to write vehicle conditions/concerns clearly — using as few words as possible to convey the point. This is the meaning of succinct.</p> <p>I will provide you with some samples of ROs which have been written here recently. I want you to read each one and see if working together you can reduce the number of words to make the point.</p> <p>When you are done, I'll ask that you read the original and then what you wrote to make it more succinct.</p>
Wipers Page 4 Approx. 10 min.	<p>The objective of this exercise is to get your participants to be able to assess wipers and make recommendations for appropriate replacements.</p> <p>You will challenge your consultants to implement a strategy for the Service Lane inspection of a wipers. You must also work to ensure the sale of wipers is supported:</p> <ul style="list-style-type: none"> • Product displayed in Service Lane and at Parts Counter • Easy pricing is essential. Help your consultant's quote the price quickly and accurately. • Be sure to get the input of participants to the purpose of doing all that is possible to increase wiper sales. 	<p>In the article <u>Wipers</u>, the author writes about the opportunity every customer presents to inspect, assess, and make Service Lane Wiper replacements.</p> <p>There was an article that led to a short video where Corky showed how to make this happen. Keeping all the content in mind, please tell me:</p> <ol style="list-style-type: none"> 1. Which tactics or strategies covered in the article/video do you use and to what effect? 2. Which tactics or strategies covered in the article do you think need revision or enhancement — explain. 3. What physical things do we need to do to improve wiper sales in the lane or at the counter? 4. Tell me how we could set a new standard in wiper promotion and sales that we have yet to consider.
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.</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"> • Succinct • Wipers <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>