

## 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>Enhanced Customer Trust</b> Page 6</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>The key to the article is learning, knowing, and executing the fundamentals associated with getting the customer off the phone and into the store.</p>	<p>In the article <u>Enhanced Customer Trust</u>, the author writes about setting conditions such that when a customer calls (for anything) the key is to get them off the phone and into the store. Tell me how you would do this for someone who called for:</p> <ol style="list-style-type: none"> <li>1. A price on disc pads</li> <li>2. How long to install bed liner</li> <li>3. A price estimate on 4 tires</li> <li>4. Hours of operation on Saturday</li> <li>5. Availability on a new battery</li> </ol>
<p><b>Customer Education</b> Page 7</p> <p>Approx. 15 min.</p>	<p>This article explains how safety is important enough to be an effective way to leverage sales.</p> <p>In this exercise you will ask participants to develop some word tracks that sell the notion of safety for products and systems that require maintenance and repair.</p>	<p>In the article <u>Customer Education</u>, the author writes about how safety is a very good reason for customers to act when necessary. Let's brainstorm some talking points related to parts and systems that impact safety.</p> <ol style="list-style-type: none"> <li>1. Disc Brakes</li> <li>2. Tires</li> <li>3. Vehicle Maintenance</li> <li>4. Shock Absorbers</li> <li>5. Battery</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>• Customer Trust</li> <li>• Customer Education</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>