

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
A Recipe for Defection 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 understand and are aware of how apathy is ruinous to customer retention.</p> <p>Be sure to ask participants to read the article and make notes about how they'd handle the situation differently.</p>	<p>In the article <u>A Recipe for Defection</u>, the author writes about the loss of a long time customer. The work was done correctly, and the charges were fair. However, the consultant, the cashier and others were indifferent to the customer's need to be told where his car could be found in the rain.</p> <p>After a search, he found his car, but he was drenched. The apathy on the part of people at the dealership drove him away.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. When does or could this happen here? 2. What can we do to prevent this going forward?
The Next Service Appointment Page 12 Approx. 15 min.	<p>The objective of this exercise is to encourage your consultants to adopt the objective of turning every customer visit into a return visit.</p> <p>Work with your staff to establish a personal goal for how many visits they will turn into return visits every day. This should be expressed as a percentage of ROs written each day.</p> <p>9 appointments scheduled ÷ 16 ROs written = 56% success rate.</p>	<p>In the article <u>The Next Service Appointment</u>, the author points out the imperative of turning a customer visit into the next appointment. When your customer is willing to make an appointment before they leave it reflects well on the quality of the service and the experience.</p> <ol style="list-style-type: none"> 1. How will you calculate the time between their current visit with their next one? What factors will you examine? 2. How will you handle a situation when a customer refuses to commit to a date and time for their next visit?
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"> • A Recipe for Defection • The Next Service Appointment <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>