

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 Put Fear in Your Customer 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 get your consultants to see how using fearful words as a reason for a customer to act is counterproductive. While it might result in a sale it has the capacity to cause the customer to defect. This is especially true if in reflection, the customer feels as though they were manipulated.</p>	<p>In the article <u>Never Put Fear in Your Customer</u>, the author cautions against motivating customers through fear. One example was where a consultant clearly conveyed that a choice to wait on brake repair would put the customer's life in danger. While possibly true it is not conducive to retaining the customer or having people who hear the exchange believe the consultant is operating ethically.</p> <p>I'd like you to take a few minutes and come up with as many positive reasons for a customer to act who has the following problems:</p> <ol style="list-style-type: none"> 1. Customer's tire tread is worn to 3/32." 2. Outer tire rod is loose. 3. Battery tests weak going into the winter months. 4. Customer needs new tires. What are the reasons he should go with a TPC tire?
Need to Know the Need 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 reinforce one of the steps with specific strategies to improve its effectiveness. This month we will examine good ways to make it clear to the customer that there is a need to act.</p>	<p>In the article <u>Need to Know the Need</u>, the author explores the first step in the sales process, namely, Establish the Need. The article outlined strategies and tactics for showing the customer the need to replace tires. I'd like to discuss the issue. Please tell me:</p> <ol style="list-style-type: none"> 1. What are some of the ways you choose to establish the need with a customer live and over the phone? 2. What are some of the things we should do to make establishing the need for taking action with a customer easier or clearer?
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 Put Fear in Your Customer • Need to Know the Need <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>