

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>Connecting With Your Customer Page 5</p> <p>Approx. 15 min.</p>	<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>Here you will lead a brainstorming session on the kinds of things a consultant can notice about a customer or their vehicle that helps to connect with the customer beyond what they need.</p> <p>Stickers — Unique Features — child car seats — customer feedback etc.</p>	<p>In the article <u>Connecting with Your Customer</u>, the author writes about the importance of connecting with your customer beyond what they need done. Your DMS is a storage house of information that you can use to connect meaningfully.</p> <p>Considering the DMS as one source of information about your customer's life, I'd like us to brainstorm about where other data and clues are available for us to notice,</p> <p>What other sources are available to you and how do you use them to connect?</p>
<p>Being Clear About the Need Page 6</p> <p>Approx. 10 min.</p>	<p>The objective of this exercise is to get your participants to give their paraphrasing and editing skills a workout.</p> <p>Pull at least 5 repair orders for the team. Take some time and find examples where the writing can be improved through word reduction.</p> <p>Next, copy or write 4 too wordy customer statements. You will be challenging your consultants to practice paraphrasing and giving them experience making statements more concise.</p>	<p>In the article <u>Be Clear About the Need</u>, the author writes about the need to paraphrase customer concerns to be precise and succinct. Do the following:</p> <ol style="list-style-type: none"> 1. I will announce a customer concern which will be too wordy. Your objective will be to paraphrase what you have heard. 2. I will give everyone a copy of 5 repair orders. I would like each of you to edit (reduce words) on each repair order without changing its meaning.
<p>All</p> <p>Approx. 5 min.</p>	<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"> • Connecting With Your Customer • Being Clear About 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>