

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>Attitude and Environment Page 4</p> <p>Approx. 10 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>The objective of this exercise is to ensure consultants are invested in making and maintaining a clean and organized work environment. Their personal appearance is also important to building positive customer perceptions.</p>	<p>In the article <u>Attitude and Environment</u>, the author writes about the importance of presenting a good personal appearance as well as a clean business environment in which to conduct business.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What is the most vulnerable area of our operation — where it is tough to keep things clean and organized? 2. What do we need to do to make this better? 3. What areas (outside our department) are also problem areas?
<p>Helping Your Customers Be Safe Pages 6 & 7</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to encourage your consultants to not give up on a sale when the customer expresses concern about how to pay the bill.</p> <p>The key is to ensure all your consultants are aware of the methods to reduce costs and pay for repairs from lower price products, to local same day loans, to a willingness to reduce price yourself. You only need be concerned about everyone being aware of the options that exist.</p>	<p>In the article <u>Helping Your Customers Be Safe</u>, the author points out that there are many ways to address a customer's need for maintenance and repairs that are tough to afford. Please tell me:</p> <ol style="list-style-type: none"> 1. Which of the ideas in the article have you found to be effective and why? 2. Which suggestions do you like that at the same time seem out of bounds for us? 3. What can leadership do to make necessary repairs and/or maintenance more affordable? 4. How important is 'being safe' to most of your customers?
<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. (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"> • Attitude and Environment • Helping Your Customers Be Safe <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>