

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
No to Using the Word No Page 8 Approx. 20 min.	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. The objective of this exercise is to help your staff learn that using the word "No" with a customer is a surefire way to create defection. Work with your staff to identify instances where they are compelled to say "No." The key to avoiding "No" is to present the customer with a menu of options that meet their needs. Make the point that when a consultant says "No" the customer will ask (to themselves or out loud) "Why?" Why is a complaint and it must be addressed. In this case, the key is to avoid saying "No" and to concentrate on what is possible.	<p>In the article <u>No to Using the Word No</u>, the author writes about the need for service providers to avoid saying "No" to a customer's request. That isn't easy but it can be made easier if we turn away from "No" and present the customer options that will work.</p> <p>For example, in the article a customer asks of he can pay using a card the dealership does not process. Rather than saying "no" the consultant presents the other payment options (Master Card, Visa, Am Ex, Discover, cash or check) that the business does accept.</p> <p>Please tell me:</p> <ol style="list-style-type: none"> 1. What kinds of things do people ask for that you have to say "no" to? 2. What options exist for you to use when this happens or what options should we develop? 3. The author recommended that we keep track of when we have to say "no." What do you think is the best way for us to do that?
Get Them Talking by Chalking Page 12 Approx. 10 min.	The objective of this exercise is to engage your consultant team in a process designed to promote discussion about tires. The key to chalking is to get the customer to inquire "why?" The why question provides the opportunity to either discuss the need for possible replacements or to educate the customer about the fact you are in the tire business and set the table for future tire sales.	<p>In the article <u>Get Them Talking By Chalking</u>, the author reveals a strategy for starting a conversation about the possible need for replacement or setting the stage for future sales.</p> <ol style="list-style-type: none"> 1. Let's say you've drawn a chalk line across a tire where the tread is clearly severely worn. What would you tell the customer? 2. You've drawn a chalk line across a tire in great shape. What would you tell the customer so that when he finally needed tires he would think of your dealership?
All Approx. 5 min.	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. Tip: <i>An 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>We have talked about:</p> <ul style="list-style-type: none"> • The word "No" • Tire Chalking <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>