

## 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
<b>The Most Important Thing About You</b> Page 2  Approx. 10 min.	<p><b>Opener/Energizer.</b> 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 their behavior is the culmination of choices they make. Work with your people to develop strategies they can use to make the best of their day and share their best selves with co-workers and customers.</p>	<p>In the quote on the page 2 article titled <u>The Most Important Thing About You</u>. Charles Swindoll believes that life is 10% what happens to us and 90% how we react to it. Henry Ford is famous for saying, <i>"It's your attitude that determines your altitude."</i></p> <p>While we cannot control what others do, we however can govern our reactions. Please tell me:</p> <ol style="list-style-type: none"> <li>1. When have you turned around a bad day or circumstance in a positive way and how?</li> <li>2. What can you do to help others (co-workers or customers) improve their bad day?</li> </ol>
<b>Communicating the Benefits</b> 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 the notion of product features and how to turn features into benefits.</p> <p>Prepare ahead of time with a list of corresponding benefits.</p>	<p>In the article <u>Communicating the Benefits</u>, the author explores the second step in the sales process, namely, Outline the Benefits. The article established that people do not buy features but rather benefits. I will throw out a feature and ask that you give me a solid corresponding benefit:</p> <ol style="list-style-type: none"> <li>1. This battery has a lifetime warranty.</li> <li>2. These shocks are nitrogen gas charged.</li> <li>3. These ACDelco brake rotors have a baked-on zinc coating.</li> <li>4. Disc pads come with new clips and shims</li> <li>5. This is a beam blade wiper</li> </ol>
<b>All</b>  Approx. 5 min.	<p><b>Wrap Up —</b> 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• The Most Important Thing About You</li> <li>• Communicating the Benefits</li> </ul> <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>