

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>Giving it All ...and Then Some Page 2</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 best practice session as you get from your people the kinds of things they do to provide their customers with an experience that exceeds expectations. You may wish to prepare by offering things you have seen that fit the question.</p>	<p>In the article <u>Giving it All ...and Then Some</u>, the author writes about the importance of providing service that exceeds the customer's expectations. It is not necessary to give things away or go BIG. Simple courtesies can work. Please tell me:</p> <ol style="list-style-type: none"> 1. What kinds of things have you done to do a little more than expected? 2. What are the two best ways to ensure your customer feels appreciated for their business. 3. Give an example of a service experience that will result in your customer telling others about their positive experience with you.
<p>How Will They Know? Page 6</p> <p>Approx. 10 min.</p>	<p>The objective of this exercise is to get your participants to discuss how to use the MPVI to teach customers about the product and services offered.</p> <p>You will challenge your participants to introduce different categories of products or service to customers during the normal course of business.</p>	<p>In the article <u>How Will They Know?</u> the author writes about the need to ensure customers are aware that we offer products and services before they have a need so that when they have a need we are top of mind. Tell me how you would introduce one product during a discussion about another.</p> <ol style="list-style-type: none"> 1. A customer is in for brakes, and you want him to know you sell tires. 2. A customer is in for maintenance, and you want him to know that your people are best at suspension work. 3. A customer is in for an alignment, how do you ensure he knows you're in the wiper business?
<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"> • Giving it All ...and Then Some! • How Will They Know? <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>