

PARTS Manager Meeting Planner

This meeting planner is a tool that you can use to expand your training by using information from this month's *Consultant* magazine.

Article & Page	Activity	Manager's Script
Getting to "Yes" Page 4 Approx. 10 min.	<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 help participants learn that the key objective of speaking on the phone with a customer is to get them to hang up and come into the dealership.</p> <p>A key question to answer when people call is: <i>"What do I need to do get the customer off the phone and into the store?"</i></p> <p>Additionally, to get to the true objection, consultants must be patient questioners.</p>	<p>In the article <u>Getting to "Yes"</u> the author writes about a customer who need tires but is reluctant to pull the trigger on a purchase. The consultant works hard to understand the customer's objections to making a purchase and thus positions himself to succeed in the sale. Please tell me:</p> <ol style="list-style-type: none"> 1. What was the customer's primary objection? (He did not know how he would pay for the work) 2. How did the customer initially disguise his primary objection? (That replacing all of the tire was not immediately necessary.) 3. What did the consultant do to reveal the objection? (He asked questions that helped the customer reveal the cost issue.) 4. Other than what the consultant did, what other strategy would you recommend for dealing with this particular challenge?
Investigative Reporter Pages 8 & 9 Approx. 15 min.	<p>The objective of this exercise is to help your consultants understand the importance of digging in to get the information necessary to enable technicians to diagnose the concern and make fixed-right-the-frist-time repairs.</p> <p>Ask participants to make a list of all the resources at their disposal to learn about their customer and their vehicle. Have them share their list that will you rewrite on an easel or chalkboard. Flesh out the list with resources that your participants may have missed.</p>	<p>In the article <u>Investigative Reporter</u>, the author writes about how consultants need to utilize all of their resources to gain the information necessary for technicians to diagnose problems and make repairs. As I go around the room, please give me one resource you have and use to learn about your customer and their vehicle and its needs.</p> <ul style="list-style-type: none"> • Ask for one bit of feedback at a time and ask each giver to explain how and why they use the resource they mention. • Compare the list your participants helped you make with your own and fill in whatever gaps that exist.
All Approx. 5 min.	<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"> • Getting to "Yes" • Investigative Reporter <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>