

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
Uncomfortable Growth 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 encourage your consultants to think about and start planning some personal and professional growth. SMART goals are Specific, Measurable, Achievable, Relevant, and Time specific. You will be asking each consultant to develop a growth goal using the SMART goal model. Each consultant should be asked to write out their goals. You may choose to have your people share their goals with each other or in a private session with you. Set a reminder to follow up with each person at specific times and at the end of the set time.	In the article <u>Uncomfortable Growth</u> , the author writes about our comfort zone and how sometimes we get stuck in what is comfortable and that in turn prevents us from recognizing and taking advantage of growth opportunities – turning weaknesses into strengths. I'd like you to think about something you could learn to do that would be good for you personally or professionally. One thing that you would like to or need to learn. Then, you will plan using the SMART method. S - means your goal is as specific as possible. M - how will we know that you are making progress A - the goal can be achieved. What skills and support do you need? R - is the goal relevant? How does it further the work you do here. T - how much time will it take to achieve your goal? NOTE: make this a 30-to-60-day goal.
Don't Answer That Question Page 12 Approx. 10 min.	The objective of this exercise is to challenge your participants to steer away from simply answering questions to engaging customers to the purpose of getting them off the phone and into the store. Read each customer question and then work as a group to develop a strategy to truly understand the customer's needs and to get them to choose to come into the store. You may also wish to ask participants to share the questions they get from customers over the phone.	In the article <u>Don't Answer That Question</u> , the author counsels the reader to put themselves in a position to know exactly what will happen after every phone call with the key objective being to get the caller off the phone and into the store. I have some customer requests you might hear on the phone, and I'd like to hear how instead of immediately answering the question you might engage the customer to better understand their needs and get them into the store. <ul style="list-style-type: none"> • What are your hours on Saturday? • Where are you located? • How much is a new set of tires? • Do you do engine repair? • What is your diagnostic charge?
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.</i>	We have talked about: <ul style="list-style-type: none"> • Uncomfortable Growth • Don't Answer That Question 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?