

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
You Are The Reason For Retention and Referrals 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 get your consultants to identify and list the things about their service that make them stand out and that causes customers to take notice well enough to return and recommend family and friends do so as well.</p>	<p>In the article <u>You Are The Reason For Retention and Referrals</u>, the author writes about how the products and services you offer are NOT totally unique. Customers have lots of choices about where to go to get the same thing. He goes on to emphasize that a truly unique experience comes about because of the service provider. With that in mind let's make a master list of the things that stand out about our service.</p> <p>Tell me: What are the things about what each of you bring to the customer service experience that is special and causes customers to reflect positively on the experience and recommend your service to others?</p> <p>NOTE: The answers to this challenge should come fast. If not, more work about what make your people unique needs to be done.</p>
Closing a Tire Sale 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 methods for closing the sale.</p>	<p>In the article <u>Closing a Tire Sale</u>, the author explores the third step in the sales process, namely, Closing. The article established three closing methods. Please tell me:</p> <ol style="list-style-type: none"> 1. Which method is the most effective and why? 2. Which method is the least effective and why? 3. Can you think of another choice close to use? How would you ask it? 4. What do you think about the 4-step response to overcoming objections?
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"> • Retention and Referrals • Closing the Tire Sale <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>