

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 |
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| <p>Department Security Page 13</p> <p>Approx. 10 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>The objective of this exercise is to engage your consultants in a discussion and evaluation of security in your department. You may wish to simply ask participants to do their audit before the meeting rather than during the meeting.</p> | <p>In the article <u>Department Security Tips</u>, the author writes about the need to be diligent. I'd like to give you all 10 minutes to walk our department. In that time, I want to challenge you to find 3 things that would improve department security. It could be:</p> <ol style="list-style-type: none"> 1. New hardware that protects equipment from damage or theft. 2. Methods to keep sensitive data from being seen. 3. Changes in processes that help to secure the department. 4. ID where and how we are most vulnerable to loss. |
| <p>Lease Responsibility Pages 9</p> <p>Approx. 15 min.</p> | <p>The objective of this exercise is to encourage your consultants to develop language specific for the lease customer. The key is to get the customer to see the benefits of regular maintenance.</p> <p>Run this as a role play and allow participants to coach each other. For example, one consultant recommends a strategy that another (or you) play out which in turn is refined and improved. Be sure everyone has a copy of the article.</p> | <p>In the article <u>Lease Responsibility</u>, the interview consultant talks about how important it is to not give up encouraging lease customers to keep good care of their vehicles by following the established maintenance schedule.</p> <p>You must tune into WII-FM (What's In It For ME?) and share reasons that matter to the customer. Answer the following questions and present the data in the context of the customer's interests.</p> <ol style="list-style-type: none"> 1. How will following maintenance guidelines help the lease customer save money? 2. How will maintenance reduce the cost of ownership? 3. How will regular maintenance make the vehicle safer to operate and protect its value? <p>Turn the answers into a dialogue for another consultant who will play the part of a customer.</p> |
| <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. (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"> • Department Security • Lease Responsibility <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> |