

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
Your Manager Your Resource Page 4 Approx. 10 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 participants to tell you what type of support they need leadership to provide and/or what they need leaders to firm up to make a better department. You must be open to feedback — some of which may be critical. Your willingness to hear them out in a constructive way will set a productive standard.	In the article <u>Your Manager Your Resource</u> the author writes about how leaders in a business are assets who are at times under-utilized by employees to the purpose of learning, growing, or improving operations. Communication between leadership and the workforce is important to professional growth and a well operating department. I would like your frank and honest feedback on the following questions: <ol style="list-style-type: none"> 1. What do you need most from the department leaders? Why? 2. What would you like to learn that would help the department or help you grow? 3. What changes do you think need to be made to the way we operate to make things easier, more engaging, and more fun?
Story Your Selling Page 12 Approx. 15 min.	The objective of this exercise is to get your participants to share some of the stories they tell customers that are helpful to the purpose of making an important point or sale. Be sure everyone has read the article and focus on the story there to ensure they understand the objective. You may wish to focus on stories to the following purposes: <ul style="list-style-type: none"> • Stories to help in preventing further damage by delay. • Stories that have prevented breakdowns. • Stories that resulted in money savings. 	In the article <u>Story Your Selling</u> , the author writes about how personal or shared stories can help to influence a customer to act on an important maintenance or repair recommendation. Stories compel action and illustrate the benefit to acting with urgency. I'd like to hear from you about some stories you have told customers that have worked to get them to act. A few categories to consider are: <ul style="list-style-type: none"> • Stories to help in preventing further damage by delay. • Stories that have prevented breakdowns. • Stories that resulted in money savings. And any other types of stories you have used that have helped you make an important point or close a sale.
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"> • Your Manager Your Resource • Story Your Selling 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?