

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
Next Visit Strategies Page 5 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 methods for getting the customer on the schedule for the next visit.</p>	<p>In the article on <u>Setting the Next Appointment</u>, the author offers a few strategies for setting the customer's next appointment. Please tell me which of the recommendations in the article you have used. Please tell me:</p> <ol style="list-style-type: none"> 1. Which of the strategies listed have you used to good effect. 2. Which of the strategies do you find difficult and why? 3. Do you have a next visit strategy other than those in the article? Please explain.
Charging Up Your Battery Sales Page 5 Approx. 15 min.	<p>The objective of this exercise is to get your participants to engage around the Consultant 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 battery sales.</p>	<p>In the article <u>Charging Up Your Battery Sales</u>, the author explores methods for increasing battery sales. One primary point is checking the battery in the lane with the customer present. We want to find batteries that may be working now but won't during the first cold snap. Consider the information in the article and tell me:</p> <ol style="list-style-type: none"> 1. What is our best current strategies for increasing battery sales. 2. Of the recommended methods for establishing the need for a battery — what is the best one? 3. How do you account for your own battery sales? What do you do well?
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"> • Next Visit Strategies • Charging Up Your Battery Sales <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>