

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
<p>Customers Appreciate Organization Page 4</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>Here you will lead a discussion on organization in your part of the business. When you are organized, time will be a big reward, so organization is something to pay attention to always.</p>	<p>In the article <u>Customers Appreciate Organization</u> the author writes about the importance of being organized — as a department and individually. Please tell me:</p> <ol style="list-style-type: none"> 1. Where are we the most disorganized and how do we fix it? 2. Name two things in your department that require better organization and tell what should be done to correct it and keep it that way. 3. Name one way that you will focus on being personally organized in the coming month.
<p>Transparency Page 5</p> <p>Approx. 10 min.</p>	<p>The objective of this exercise is to engage your staff in a discussion about transparency in the service they provide.</p> <p>Transparency means your customer has experienced your employees working hard and purposefully bringing proof to every claim they make. Transparency is the ultimate trust builder.</p> <p>Given some of the answers to your questions you may find there is a need to make some changes.</p>	<p>In the article <u>Transparency</u> the author writes about ways for consultants to build trust with their customers. Chief among the strategies is working to prove every important assertion made to a customer. This means the best way to prove the need for replacement is to show that fact on the vehicle. Pictures and video that show the problem will also be well-received. Tell me:</p> <ol style="list-style-type: none"> 1. What are the most difficult things to explain to customers? Where are we NOT transparent? 2. Are there any tools that you need or we need to improve to help with transparency? 3. What other suggestions do you have for being transparent with our customer?
<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.</i></p> <p>Tip: <i>Another objective 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"> • Customers Appreciate Organization • Transparency <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>