

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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| Customers Can Teach Us Page 6 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 engage your consultants in a discussion about the value of an angry customer. The article contains lots of perspective worth discussion. | In the article <u>Customers Can Teach Us</u> the author writes about how angry customers can be beneficial to a business and the people in it. Please share your perspective about one of the following: <ol style="list-style-type: none"> 1. A time when a customer complaint led to change. 2. A time when you used previous learning to improve your response to a complaint. 3. A time when you turned an angry customer into a raving fan. |
| Increasing Sales With Batteries Pages 8 & 9 Approx. 15 min. | The objective of this exercise is to encourage your consultants to develop a strategy for discovering the need for battery replacement and a solid strategy for selling batteries. Establishing a process for testing, reporting on and selling batteries is essential. Then, implementing that strategy consistently is required. Emphasize with the group that you sell ACDelco batteries which are among the best offered in the industry. Consultants must act to learn the essentials associated with ACDelco battery design and functionality. | In the article <u>Increasing Sales With Batteries</u> , the author emphasizes the need for a proactive strategy. A key to remember is that sales (aside from those initiated by the customer) depend on a proactive strategy where every battery is tested to ensure no customer is stranded during the first cold snap. Please tell me: <ol style="list-style-type: none"> 1. In terms of battery testing, what is our current weakness and what should we do to correct it? 2. What is the primary objection customers have to buying a battery that clearly needs replacing? How do you deal with this objection? 3. What do we need to change to make a BIG difference selling batteries? |
| 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>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> 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> | We have talked about: <ul style="list-style-type: none"> • Customers Can Teach Us • Increasing Sales With Batteries 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? |