

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
Transparent Retention 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 determine which of the three principles outlined in the article need to be reinvigorated for their customer interactions.</p>	<p>In the article on <u>Transparent Retention</u>, the author writes about three principles of service that when done consistently will serve to establish and/or build trust and transparency.</p> <ol style="list-style-type: none"> 1. Which of the principles listed is a strength of yours and how has it helped? 2. Which of the principles do you need to recommit to doing on a regular basis. 3. In your opinion, beyond what was offered in the article, what do you rely on to demonstrate transparency and build trust?
Don't Put The Brakes on Brakes Page 4 Approx. 15 min.	<p>The objective of this exercise is to get your participants to engage around the <u>Consultant</u> 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 brake sales.</p>	<p>In the article <u>Don't Put The Brakes on Brakes</u>, the author writes about increasing brake sales. A critical factor influencing the success of MPVI generated brake sales is QuarterTime. This allows for a potential sale to occur before the vehicle comes off the lift from its initial purpose. In terms of QuarterTime:</p> <ol style="list-style-type: none"> 1. What are your perceptions about its effectiveness here? 2. If it is not working correctly what is the cause? 3. If it is working correctly what enhancements or improvements can be made? 4. Which aspect of quarter time is our strength, which is our weakness?
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"> • Transparent Retention • Don't Put The Brakes on Brakes <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>