

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>Great Delivery 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>You will ask your consultants to identify which aspects of your re-delivery process is exceptional and which parts need revision of re-dedication.</p>	<p>In the article <u>Great Delivery</u> the author writes about the importance of ensuring the customer's experience at the end is one where they learn the value of being your customer.</p> <ol style="list-style-type: none"> 1. Consider what the writer says is important and identify two elements where we just don't do the job we should. How can this be corrected. 2. ID two things in the article that we are doing well. 3. What do you think the most important point of the article is? Why?
<p>Focus Six Batteries Page 5</p> <p>Approx. 10 min.</p>	<p>The objective of this exercise is to engage your staff in a discussion about selling more batteries through the next several months.</p> <p>You must ID and agree upon a process that will get implemented through February 2026.</p>	<p>The article <u>Focus Six Batteries</u>, is one that describes the unique nature of ACDelco replacement batteries. Additionally, the author makes clear that batteries tend to fail due to heat that only becomes apparent during the first cold snap. At zero degrees a battery requires as much as 250% more power to start the vehicle than it does when it's 32 degrees. The key to capturing our fair share of batteries sales means paying attention to the battery's physical condition as well as the relative state of charge. Tell me:</p> <ol style="list-style-type: none"> 1. How can we ensure every battery gets a physical inspection in the lane and an electrical test? 2. What equipment or tools do we need to implement our battery selling strategy? 3. What's the fastest and best way to a test – in the bay (via ¼ time) or in the lane with a hand held?
<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"> • Great Delivery • Batteries <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>