

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
They Said, "I'm sorry." Page 4 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 encourage your participants to deal with a service error by creating a process that prevents the same error from happening again.</p> <p>Be sure everyone has a copy of the article, and that each person has at least one answer to the questions listed. Encourage your people to submit their answers to the WHAT WOULD YOU DO? contest for a chance to win.</p>	<p>In the article <u>They Said, "I'm sorry."</u> the author invites the reader into a story of mediocre service. I want for everyone to have read the story and I'd like each of you to have your own copy available.</p> <p>Let me read the story aloud and then I'd like to work together to fashion a solution. Plus, I want to encourage each of you to submit at least one answer to the WHAT WOULD YOU DO? contest for a chance to win.</p> <p>Consider: Was this enough to satisfy the customer? Could more, or should more, have been done?</p> <p>Contest Question: What should have been done differently to ensure complete satisfaction?</p>
Increase Sales with an Action Close Page 7 Approx. 15 min.	<p>The objective of this exercise is to get your participants to learn about a strong sales closing method and then make use of it back on the job.</p> <p>Ensure everyone has a copy of the article and ask each of them to review the different closing strategies and choose two to try. They will engage with you as if you were the customer. They will employ each of their choices in a demonstration for the rest of the participants. Reward the first volunteer (maybe leave 10 minutes early today) and have participants tell what they liked and what they'd suggest the next time. If you have time, have each participant try what their co-workers recommend.</p>	<p>In the article <u>Increase Sales with an Action Close</u>, the author writes about the effectiveness of the action close and then presents 5 different Action Closes.</p> <p>I'd like you to do the following:</p> <ol style="list-style-type: none"> 1. Choose two action closes listed to use with me. I will be playing the role of the customer. 2. Tell everyone which ones you chose and why. 3. Demonstrate how your chosen types work. 4. Take constructive feedback from your co-workers. 5. Make use of co-worker feedback and demo again.
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>An objective of this activity is to set the stage for next month's meeting. Consultants will prepare to answer the questions you may ask.</i></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • They Said, "I'm sorry." • Increase Sales with an Action Close <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>