

## 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><b>Make Emotionally Kind Connections</b> Page 6</p> <p>Approx. 10 min.</p>	<p><b>Opener/Energizer.</b> 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 understand that kindness and making connections is a choice. Share strategies for engaging with and connecting with customers.</p>	<p>In the article <u>Make Emotionally Kind Connections</u> the author provides several strategies for engaging with and making connections with customers. This process is purposeful and it concentrates on connecting before the transaction.</p> <ol style="list-style-type: none"> <li>1. Which of the author's suggestions will you try and why?</li> <li>2. Give a few examples of ways you make connections with your customer.</li> </ol>
<p><b>There's More Money in the Word Maintenance</b> Page 4</p> <p>Approx. 15 min.</p>	<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 maintenance sales.</p>	<p>In the article <u>There's More Money in the Word Maintenance</u> the author writes about selling maintenance.</p> <ol style="list-style-type: none"> <li>1. Outside the article contents, what is your best strategy for explaining that maintenance is not just an LOF. Show us how you explain it to your customer.</li> <li>2. Which of the benefits of maintenance do you think will resonate best with your customer and why?</li> </ol>
<p><b>All</b></p> <p>Approx. 5 min.</p>	<p><b>Wrap Up</b> — 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><b>Tip:</b> <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><b>Tip:</b> <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"> <li>• Kind Connections</li> <li>• There's More Money in the Word Maintenance</li> </ul> <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>