

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
Make Emotionally Kind Connections 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 get your consultants to understand that kindness and making connections is a choice. Share strategies for engaging with and connecting with customers.	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. 1. Which of the author's suggestions will you try and why? 2. Give a few examples of ways you make connections with your customer.
There's More Money in the Word Maintenance Page 4 Approx. 15 min.	The objective of this exercise is to get your participants to engage around the <u>Consultant</u> magazine three step sales process. Every month we will reinforce one of the steps with specific strategies to improve its effectiveness. This month we will examine maintenance sales.	In the article <u>There's More Money in the Word Maintenance</u> the author writes about selling maintenance. 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. 2. Which of the benefits of maintenance do you think will resonate best with your customer and why?
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"> • Kind Connections • There's More Money in the Word Maintenance 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?