

## 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>Observations to Succeed</b> Page 2</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>You will ask your consultants to set a new standard for thanking customers and co-workers. A <i>"thank you"</i> alone is a good start but, <i>"I appreciate you trusting me with your car Mr. Evans"</i> is better.</p>	<p>In the article <u>Observations to Succeed</u>, Corky writes about the importance of expressing thanks to customers and co-workers throughout the Month of November. The challenge is to personalize the words "Thank You" by giving it added meaning.</p> <p>For Example: <i>"Thank you, Mr. Evans. I appreciate you trusting us with your car."</i> Mentioning what you appreciate in specific gives added weight to the thank you.</p> <p>Let me hear your best thank you backed by a meaningful reason.</p>
<p><b>Helping Women Overcome Dealership Servicing Fears</b> Page 4</p> <p>Approx. 10 min.</p>	<p>The objective of this exercise is to engage your staff in a discussion about which aspects of your department work well for female customers and which do not.</p> <p>Women are coming to dealerships with greater frequency. People throughout fixed operations should think about the female customer's journey and how to make it better.</p>	<p>In the article <u>Helping Women Overcome Dealership Servicing Fears</u> the author writes about how important it is for our processes, communications, and engagements to work well for women. From a female's perspective:</p> <ol style="list-style-type: none"> <li>1. Which of our processes do you think a female customer would want to be different? Explain.</li> <li>2. What should we do to make women more comfortable during write up, the customer lounge, re-delivery and communication preferences.</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.</i></p> <p><b>Tip:</b> <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"> <li>• Observations to Succeed</li> <li>• Helping Women Overcome Dealership Servicing Fears</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>