

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
Referrals Page 4 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 engage your consultants in a discussion about how to increase referrals to the business.	<p>In the article <u>The Best Test of Your Service</u>, the author writes about how a referral from a customer to their family and friends is the best possible comment about their most recent experience with you. Please tell me:</p> <ol style="list-style-type: none"> About the last referral you got from a customer. What was it for and how did it pan out? How can we get more referrals from customers? <ol style="list-style-type: none"> How should we ask for it? How should we reward or incentivize customers who give referrals?
Preventing Interruptions Page 8 Approx. 15 min.	<p>The objective of this exercise is to set the parameters of the business to the purpose of reducing interruptions and preventing angry responses by customers.</p> <p>We must agree ahead of time how we are going to reduce interruptions and how we are going to deal with interruptions without angering customers.</p>	<p>In the article <u>Preventing Interruptions</u>, the author cautions us that allowing interruptions while we are interacting with customers is fraught with risk. We need to reduce the frequency of interruptions and agree how to interrupt when it is absolutely necessary.</p> <ol style="list-style-type: none"> Under what circumstances is interrupting the right thing to do? How do we execute an interruption without angering the customer(s) that it affects?
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>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>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></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • Referrals • Preventing Interruptions <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>