

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>Using Senses to Sell Makes Sense Page 4</p> <p>Approx. 10 min.</p>	<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 help your people learn the importance of immersing the customer in the sale and including as many of the five senses as possible in the process.</p> <p>You may wish to include some common props that might include, disc pads, tires (used and new), shock absorbers, wipers, cabin filter etc.</p>	<p>In the article <u>Using Senses to Sell Makes Sense</u>, the author writes about how the 5 human senses can be used to help customers come to understand the need for repair or replacement or to learn about the quality and value associated with the parts we sell.</p> <p>Let's take a few moments to explore this further. Let's work together to develop some strategies to deal with the following challenges:</p> <ol style="list-style-type: none"> 1. What senses would you employ to demonstrate the quality of a TPC tire? 2. How would you use human senses to compare and contrast the quality of GBB brake pads? 3. How would you use the senses to help the customer see the need for wiper replacement and how would you use them to demo the quality of the replacement blade?
<p>Elevating the Customer's Service Experience Page 7</p> <p>Approx. 15 min.</p>	<p>The objective of this exercise is to get your participants to discuss what it takes to elevate the customer's service experience.</p> <p>You will be asking your participants to share some stories about recent customer interactions that the customer was happy with, and the consultant was proud of.</p> <p>You may wish to allow your people time to prepare their stories. Invite them to tell a story of their service or another they witnessed.</p>	<p>In the article <u>Elevating the Customer's Service Experience</u>, there was a short article written by a reader of <u>Consultant</u> magazine. You should know that the publishers are inviting everyone to contribute so this is your opportunity to tell a story that you in turn write and submit.</p> <p>You've had the chance to think about this, so please get ready to share a recent story of service you have provided or that you have witnessed.</p> <p>Now, please tell us your story and explain what each of us should take from it. How should we make good use of the information?</p>
<p>All</p> <p>Approx. 5 min.</p>	<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"> • Using Senses to Sell Makes Sense • Elevating the Customer's Service Experience <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>