

## 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
<b>Creating a Memorable Experience</b> Page 6  Approx. 10 min.	<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.  The objective of this exercise is to get your consultants to consider the content of the article and their own experiences and talk about how they create memorable experiences on their own.	In the article <u>Creating a Memorable Experience</u> , the author gives examples of what can be done at three different stages of customer engagement. Please tell me: <ol style="list-style-type: none"> <li>1. Name one suggestion in the article you found interesting enough to try and tell us why.</li> <li>2. Name two things you have done to create a memorable experience for your customer.</li> </ol>
<b>Wipers</b> Pages 4/5  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 wiper sales.	In the article <u>Wipers</u> , the author shows how to engage the customer around the need for wiper replacement and how to execute a sale in the Service Lane. Please tell me: <ol style="list-style-type: none"> <li>1. When do you have the most success selling wipers? What do you do and when?</li> <li>2. In what ways can we better support consultants selling wipers in the Service Lane? (display, stock, POP materials, family pricing, etc.)</li> </ol>
<b>All</b>  Approx. 5 min.	<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.  <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>  <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>	We have talked about: <ul style="list-style-type: none"> <li>• Create a Memorable Experience</li> <li>• Wipers</li> </ul> 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?