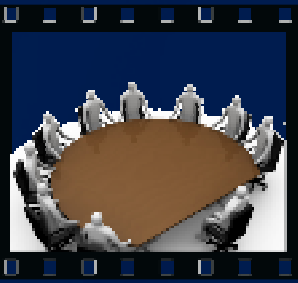


MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

- Morning meetings are a part of delivering the business objectives by motivating, coaching and enthusing the team on a daily basis.
- Purpose of a morning meeting is to communicate information (2 way) develop a new skill or re-enforce an existing one.
- 2 reasons meetings aren't productive; Negativity, No plan





MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

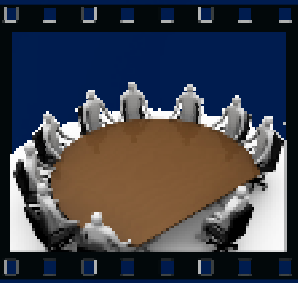
Should every meeting be like the last?

If not – how do you hold attention, add variety and value?

ALWAYS

- Prepare for meetings
- Keep the main thing the main thing
- Set objectives and Inspect what you expect





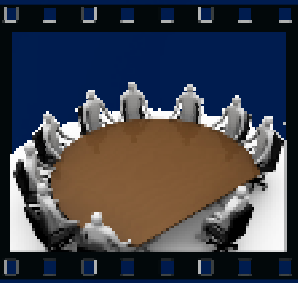
MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

OLD FAVOURITES

- Diary – should show a plan for the day
- Pre-qualification, shortcuts, talking price in minutes, Giving up too soon, not logging them. You'll never close a sale that hasn't been opened.
- Repeat owner & referral
- Remind them it's a game - PMA
- Process – pick a step, recap, e.g. the guy with no time, if it were that easy, we just need a till.





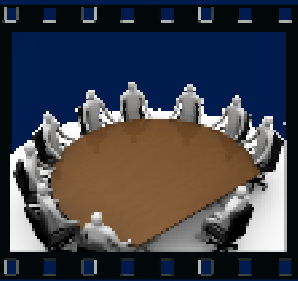
MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

A FEW IDEAS

- Product Knowledge
- Blackboard
- 4 letters a day
- Phone all OTDB's
- MAP – minimum acceptable performance
- ATTITUDE
- The more you sweat in training – the less you'll bleed in battle





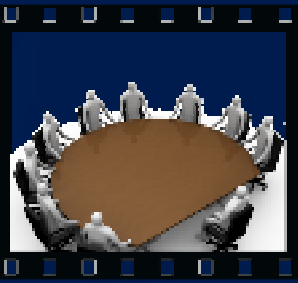
MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

A FEW MORE IDEAS

- Incoming sales calls
- Generally on phone – Stop giving all the info, get control
- Getting the phone number
- Price on the phone
- Internet enquiries





MORNING MEETINGS

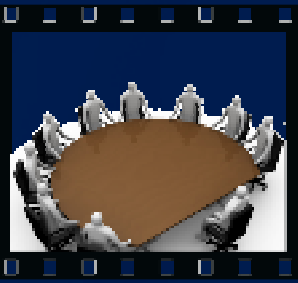
•HOW DO YOU ADD VARIETY ?

AN OLD IDEA

Customer Old v New

- ✓ x **easiest to close**
- ✓ x **most gross**
- ✓ ? **Has the p/x we want**
- ✓ x **Gives the best csi score**
- ✓ ? **Will send his friends and family**





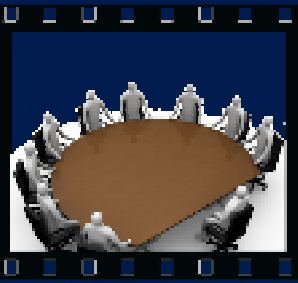
MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

A FEW MORE IDEAS

- Conversion - Walk-in, Referral, Repeat Owner
- 3 reasons not to buy
- If there was one thing
- Good meet and greet question
- It's too dear
- Only time you see success before work
- Attitude, Skills Habits
- LLB – Listen, like, believe
- Time spent =





MORNING MEETINGS

•HOW DO YOU ADD VARIETY ?

FEEDBACK AND COACHING

- L o w e n e r g y v P o s i t i v e
- C o m m u n i c a t i o n
- R a i s i n g t h e G a m e
- R e w a r d
- M o t i v a t o r s

