

## Best Practices for Hosting a Dealer Visit

### In Advance

- Determine which dealership executives will participate in the tour/meeting.
- Think about what you want to highlight:
  - Have you made any large new investments, or do you plan to do so?
  - What are your biggest challenges? Are there opportunities for Congress to help?
  - What have you done in your community lately (support of local charities, events, etc.)
- \*See #DealersDoGood on *twitter*
- Designate a staff member to snap photos of the visit/tour.
- Decide if you will offer refreshments.

### During

- Introduce yourself and any other dealership participants.
- Thank the Member of Congress and any participating congressional staff for their time.
- Introduce your business.
  - Highlight number of employees
  - local economic impact (taxes paid, indirect jobs)
  - any local charities or efforts your support, etc.
- Thank them again for their time. Clarify any follow up items, if applicable.

### After

- Share feedback, any follow-up items, and any photos taken, with AIADA.
- Send a thank you note to the legislator and any staff that participated in the tour.

### Format/Sample Agenda

*Note: this is a just a sample and you should adjust it to fit your individual situation and preferences.*

|            |   |
|------------|---|
| 9:00 a.m.  | Member of Congress arrives and welcomed by Dealership Host (owner, GM, etc.) and senior staff.  |
| 9:05 a.m.  | Dealership Tour Begins (Note: Most Members of Congress have never been behind the scenes at a dealership. Discuss how each department works as you give the tour) <ul style="list-style-type: none"><li>• Highlight sales, finance and administrative staff.</li><li>• Visit service bays and technicians.</li><li>• Conclude tour in showroom.</li></ul> |
| 9:40 a.m.  | <i>Optional Sit-down/Formal meeting</i>   |
| 9:55 a.m.  | Dealership Host concludes tour with a thank-you to Member of Congress for visiting  |
| 10:00 a.m. | Formal photo opportunity and Farewell   |

**AIADA is here to help you every step of the way. Don't hesitate to reach out with any questions or for assistance at [grassroots@aiada.org](mailto:grassroots@aiada.org) or (703) 519-7800.**