

Best Practices for Hosting a Dealer Visit

In Advance

- Determine which dealership executives will participate in the tour/meeting.
- Think about your COVID story:
 - How was your business doing before COVID?
 - How have things changed? The more detail you can share, the better.
 - Did you participate in the Paycheck Protection Program? Discuss impact on your business.
 - How many employees have you been able to keep because of the PPP?
 - What have you done to adapt to new safety protocols?
 - What are currently your biggest challenges? Are there opportunities for Congress to help?
 - What have you done in your community during COVID (food banks, PPE donation, complimentary services, etc.) *See #DealersDoGood on *twitter*
- Consider designating a staff member to snap photos of the visit/tour.

During

- Introduce yourself and any other dealership participants.
- Thank the Member of Congress and any participating congressional staff for their time.
- Introduce your business, highlighting number of employees, local economic impact, any local charities or efforts your support, etc.
- Articulate your COVID story (see above). Thank them for the PPP if you participated in the program.
- 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">• Highlight finance and administrative staff.• Visit service bays and technicians.• Conclude tour in showroom.
9:40 a.m.	Dealership Host concludes tour with a thank-you to Member of Congress for visiting
9:45 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 or (703) 519-7800.