

# Community Networking:

Consider joining and going to monthly meetings:

- Chamber of commerce
- Lions club
- Rotary club
- Etc. etc.

Different employees can each pick a different venue to have your business represented throughout the community. Dues and monthly meetings are minimal to participate in these networking organizations.

## Meeting Tips:

- Drive a different vehicle to every meeting (especially new models)
  - Magnet sign “Dealership courtesy car”
  - Invite people out to see the “NEW” model
  - Have brochures to hand out
- Have as many business cards as there are people attending the meeting.
- Giveaways are always appreciated: Ice scraper, service coupons, key chains, pens
- Ask for lots of business cards that’s why you are there.
- Send a quick e-mail to all cards collected right away.
- Start a constant contact or i-contact account for newsletters.
- Have sales people present a list of contacts made for reimbursement cost of attending.
- Ask everyone to contribute networking ideas at sales meetings.
- Sit at a different table and meet new people each month
- Ask about sponsoring a meeting?
- Give a 10 minute presentation on a current topic of concern. i.e.

- Financing a new or used car (bring your finance manager)
- How to keep your older car on the road longer (help them now, earn their new business later) Bring your service manager
- How to dress up the car you have now (your parts dept, J C whitney, Keystone)
- Employee incentive programs (discount and Loyalty)
- Let the boy scouts use your showroom for the Pinewood derby. Provide Pizza and pop.
- Offer new vehicles for parades.

Community involvement can be the most cost effective advertising you can do.