

Internal Dealership Communication Topics

- Looking for additional staff (employee referrals are the #1 source of finding talent)
- Introducing new staff (Who they are, a little about why we're excited to have them, their position, who reports to them/who they report to, make them feel welcome.)
- Sharing customer praise/feedback
- Dealership/Departmental goals
- Educational tips (i.e.: Attached is the new product info on _____. Lots of great features to tell our customers about and to understand about service - Be the experts on it.)
- Motivational and encouraging messages
- Summary of meeting notes
- Outline for upcoming meeting
- Challenges we want help and/or ideas for addressing
- Pre-Boat Show or Open House communication (goals, dates/times/schedules, responsibilities, parking, credentials, booth info, dress, set-up/tear-down, etc...)
- Gearing up for Labor Day, 4th of July, Memorial Day or other busy times
- Internal contests or seasonal bonus information
- Social Media engagement – let them know about what your dealership is doing and ask for their help engaging – liking our page and even writing Google/Yelp reviews (ie: “It’s a great place to work.” Or “We really work hard for our customers.”, etc...)
- Info on sales, promotions, marketing, sponsorship or advertising – make sure the team knows before customers
- Highlight competitive advantages we want to continue to excel at
- Congratulate promotions and clarify what the new title and role is and how it changes the chain of command

- New positions being created in the company – explain what the job will entail and how it will fit in the chain of command
- Safety highlights and updates – some insurance companies even offer a discount if you prove you educate your team regularly on safety
- Spotlight accomplishments outside of the dealerships (birthday, new baby, new certification, etc...)
- Changes in company policy, benefits, etc...
- Upgrades or work being done to the facility – how it might impact parking, plumbing, power, space, etc...
- Clean up the dealership day
- Dealership awards or recognition we are working to achieve and how everyone can help
- Advocacy – involve the team in sending letters to elected officials to protect our rights to fish, enjoy water access, cap ethanol and other topics vital to our industry
- Interdepartmental clarifications (how to properly schedule rigging, what the value is in using OEM parts to our customer satisfaction, how to determine current parts availability and pricing, etc...)
- Policy reminders (visitors, punching in/out, cell phone use, parking, dress code, etc...)
- CSI report summary information