

Best Practices: Dealership Commercial Department Sales Meeting Structure

Focus: Selling Fleet Management Services



Daily Morning Huddles (15 Minutes Max)

Purpose: Drive daily focus, activity, and accountability.

- Start Time: Consistent daily kickoff (e.g., 8:15 AM)
- Topics to Cover: Top 3 Fleet Management service targets (e.g., GPS, Cycling, Telematics), Yesterday's wins: What Fleet-related conversations did we start?, Today's priorities: Who are we calling? Who needs follow-up?

Pro Tips: Keep it energetic and focused. Recognize quick wins and progress. Set a daily Fleet Challenge (e.g., uncover 2 new GPS opportunities).



Monday Expectation Meetings (30 Minutes)

Purpose: Set the tone for the week; align on fleet goals.

- Structure: Review prior week's activity vs. goals, Weekly Fleet Focus (e.g., Safety Program push, Fuel Card bundling), Update pipeline: Who's in quote stage? Who needs follow-up?, Assign 1:1 Coaching Sessions based on needs

Key Output: Clear weekly targets for fleet conversations and services sold.



Friday Recap Sessions (30 Minutes)

Purpose: Reflect, celebrate, and redirect where needed.

- Structure: Wins of the week: Fleet Management Services sold or advanced, Misses and lessons learned, Share best talk tracks and objections overcome, Confirm appointments for the next week

Bonus Tip: Recognize MVP of the week for Fleet Services activity.



Month-End Performance Reviews (30 Minutes)

Purpose: Review outcomes, coach, and improve.

- Structure: Compare actual performance to fleet service goals (by rep and team), Highlight high performers and improvement opportunities, Review closed wins: What worked? Why did we win?, Track top sources: Which customers or industries are adopting services?, Reset Fleet Targets for the next month

Incorporate: Recognition, accountability, and a plan for pipeline development.



Fleet Success is Built Through Consistency

"What gets measured gets improved. What gets discussed gets sold."