



# Mike Meeting — Fri 3:00 PM

MyConsulting Network | Prepared for Mike

Logistics

## Mike Meeting — Fri 3:00 PM

- Attendees: Mike; our team (Ben, Taylor, others as needed)
- Location: Mike's shop; his new hire will cover the desk
- Goal: Deep dive without interruptions; align decisions and next steps

Google Form before meeting

Legal-name docs for eBay appeal

Bring any current promos

## Objectives

- Confirm progress and unblock dependencies (incl. Google Form completion)
- Align pricing/plan and operational priorities for the next phase
- Surface risks (marketplace compliance, hiring ramp) and support needed
- Lock owners, deadlines, and follow-up cadence

**Agenda (60–75 mins)**

- Quick updates (5–10): Form status, wins, blockers
- Progress review (10): Done/not done vs. plan; current metrics
- Pricing/plan alignment (10–15): Offer stack, pricing, promos; trade-in vs. repair mix; near-term targets
- Storefront/ops checklist (10–15): Intake, labeling/chain of custody, parts/PO flow, returns/DOA, warranty clarity, daily close
- Marketplace compliance & appeals (10–15): eBay ban (legal-name mismatch); name/address consistency; bank/ID verification; invoice readiness; appeal vs. new account; backups (Shopify/local)
- Hiring/onboarding (5–10): Coverage plan; SOPs; training priorities; KPIs (desk/tech)
- Marketing (5–10): Local awareness; site/landing updates; Google Business Profile hygiene; funnel experiments
- Wrap (5): Decisions, owners, deadlines; schedule next touchpoint

## Compliance quick hits (for team)

### Root issue

- eBay ban for not using legal business name

### Immediate docs

- Legal business name, EIN, business registration
- Matching bank info, photo ID, proof of address
- Supplier invoices for active listings

### Hygiene

- Name/address match everywhere
- Verified payments; tracking on all orders
- Honest grading; clear returns/warranty
- 2FA and access control

### Paths

- Appeal current account with full docs
- If denied: new account only after clearance; clean devices/IPs
- Maintain backup channels (Shopify/local)

**Ops checklist focus**

- Intake → label → log serials → chain of custody
- Parts/PO flow: sourcing, receiving, QA, stocking, returns to supplier
- Returns/DOA: criteria, restock flow, documentation
- Warranty clarity: terms, in-store scripting, printed/posted
- Daily close: cash/POS/payout reconciliation; ticket/status hygiene

## Pricing & offer alignment

- Trade-in vs. repair mix targets
- Current promos and margin guardrails
- Bundles/upsells: cases, screens, batteries, warranties

### Hiring & onboarding

- Coverage plan and schedule for the new hire
- SOP packet and shadowing plan
- KPIs — Desk: throughput, NPS/CSAT, intake accuracy
- KPIs — Tech: TAT, QC pass rate, redo rate

### Marketing quick plan

- Local: flyers/door hangers; cross-promos with nearby businesses
- Digital: Google Business Profile cleanup; review asks; landing updates
- Experiments: simple funnel tests; track leads → visits → conversions

### Decisions & Next Steps (Worksheet)

Key Decision / Action	Owner	Due Date	Notes
<b>eBay Appeal Strategy</b> Appeal vs. New Account?	_____	__/__	_____
<b>Finalize Offer Stack</b> Trade-in % vs. Repair Prices	_____	__/__	_____
<b>New Hire Onboarding</b> Who runs training?	_____	__/__	_____
<b>Google Business Profile</b> Update hours/photos	_____	__/__	_____

### Risks & Mitigation

Risk	Mitigation Plan	Owner
<b>eBay Account Ban</b>	Gather legal docs; draft appeal; prep backup Shopify	_____
<b>Hiring Ramp-up</b>	SOPs for "Chain of Custody" & "Intake" ready day 1	_____

Team: Fill this out live. Copy to notes doc for post-meeting sync.