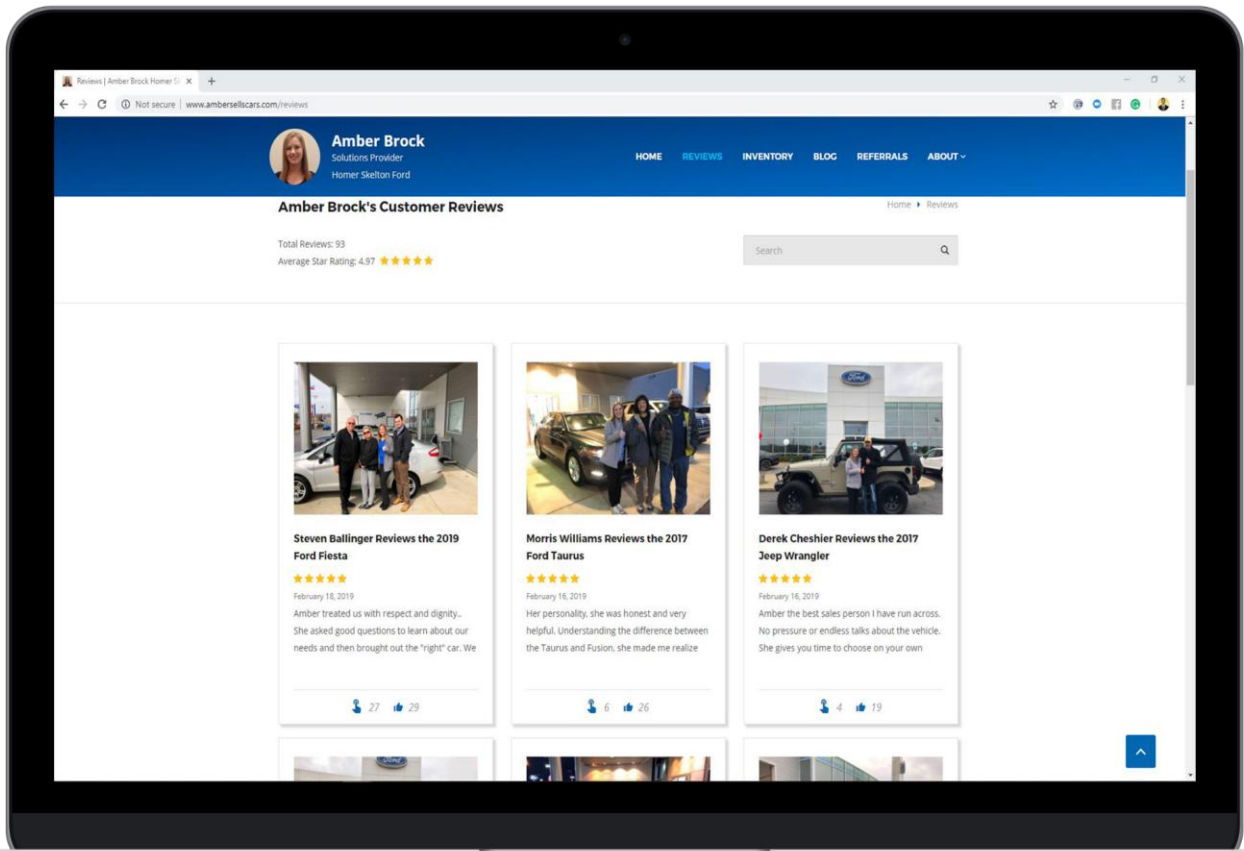




B3 BUILD A BRAND

Recommendations



Why call it a recommendation?

When a customer hears the word “Review” it could scare them. They may think that it is going to be long. When you use the term “Recommendation” it sounds better and you are more likely to get the recommendation from them.

When you hear the term recommendation just know it is the same thing as a review. We choose to train our clients to say recommendation rather than review because it has been proven provide better results.

Your photo and video customer reviews are displayed on your Build-A-Brand website in order to build trust with current and future prospects.

BJ Brown
Solutions Provider
Homer Skelton Ford

HOME REVIEWS INVENTORY BLOG REFERRALS ABOUT

BJ Brown's Customer Reviews Home > Reviews

Total Reviews: 218
Average Star Rating: 5 ★★★★★

Search

Jay Clacher Reviews the 2018 Ford Expedition
★★★★★
April 1, 2019
Bj did a great job. He got us the right vehicle at a price that worked for us.

Katherine Shelton Reviews the 2015 Ford Explorer
★★★★★
March 27, 2019
Bj was very friendly and worked very hard at getting what we wanted. He was very knowledgeable about all the vehicles we

Juvy Armoir Reviews the 2015 Toyota Corolla
★★★★★
March 26, 2019
Very friendly, informative and very helpful. It was a great transaction, very very good experience we had buying this car. Thanks a lot

Marcus Scott Reviews the 2019 Ford F-250 Super Duty
★★★★★
March 22, 2019
He got the money right, great! would have been better if yall had the truck you had on the web, but turned out good for us anyhow.

Rita Walls Reviews the 2014 Buick LaCrosse
★★★★★
March 18, 2019
Bj was great to deal with. Very genuine and disclosed everything clearly for us. He made us feel very comfortable with the buying

Joshua Funderburk Reviews the 2018 Ford Explorer
★★★★★
March 18, 2019
Bj did a great job! Thanks for helping me find a new car! Bj helped me find the Explorer. I was looking for with all the best amenities to fit the

Your reviews can be shared in social media by both you and your customers, helping create your online brand, as well as create “top of mind awareness” for future car-buyers.

WHEN to ask and HOW to ask for the recommendation.

The best time to ask for the recommendation/review is right before your customer goes to finance. This is one way you could ask for the review:

- You – “ Mr./Mrs. customer thank you so much for allowing me to help you find the right vehicle. Do you mind if I ask you for a favor?”
- Customer – Sure, whats the favor?
- You – “Would you complete a quick recommendation for me it takes less than 30 seconds. It would mean a lot to me and also help other people see what kind of experience they can receive when they purchase a car from me.”
- Customer – “Sure!”

Once your customer completes the recommendation/review you want to then tell them what will happen next.

- You - “Thank you so much for completing that recommendation for me. What will happen now is you will go to the finance office when the finance managers calls you back. I am going to go make sure your new vehicle is cleaned up, gassed up, and ready to go. Once you complete your paperwork we will take a quick photo with your new car for that awesome recommendation you gave me. Then we will take like a 10 second video talking about your experience, sound fair?”

How to Prepare

Before asking your customer to complete the recommendation, you want to make sure that you are ready.

You will need the following:

First and Last Name

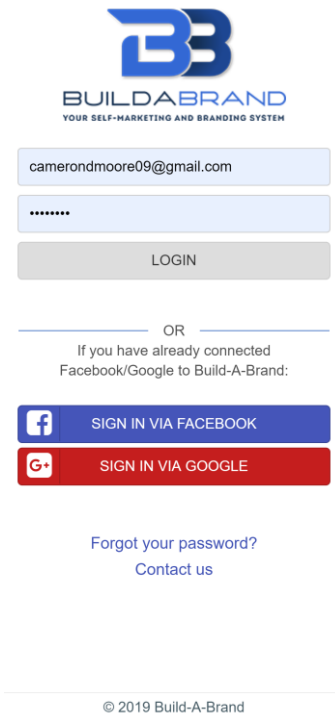
Phone Number

Email Address

Zip Code

Stock Number of the Vehicle they bought

#1 You want to make sure that you have added your customer and the vehicle they have purchased to the review. Go to salesrater.net and login.



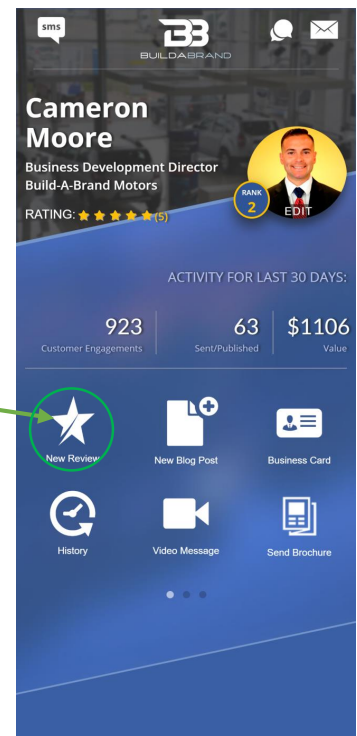
The image shows the Build-A-Brand login interface. At the top is the logo with the text "BUILDABRAND YOUR SELF-MARKETING AND BRANDING SYSTEM". Below the logo are two input fields: the first contains the email "camerondmoore09@gmail.com" and the second contains a masked password "*****". A "LOGIN" button is positioned below these fields. Below the login fields, there is an "OR" separator and a note: "If you have already connected Facebook/Google to Build-A-Brand:". Two buttons are provided: "SIGN IN VIA FACEBOOK" and "SIGN IN VIA GOOGLE". At the bottom, there are links for "Forgot your password?" and "Contact us". A copyright notice "© 2019 Build-A-Brand" is at the very bottom.

Enter login credentials here.



#2 Click "New Review" icon

New Review Icon



#3 Select or Add Customer

You can select from you list of contacts or add a new customer if you have not added them yet. If you are adding a new contact just follow the example below. If you are selecting a contact just click the name and press next in the top right corner and go to step #4.

Customer Information Help

Simple Review Full Review

Search by Name, Phone, or Email for Contact

Search

+ Add Contact

Recent Contacts

- Michael Jenkins
- Scott Pearson
- Aldo Garcia
- Chris C
- Brendon Allen
- crews laing
+19408675003
crewslaing@gmail.com
- crews laing

Customer Information Help

Who is this: Individual Couple

Add photo

crews

laing

+1 9408675003

This is a mobile phone number

crewslaing@gmail.com

38654

SMS Opt-In (Manually Opt-In on 11/28/18)

< Back **Next >**

After adding contact press next.

#4 Add Stock Number or Select from dropdowns

Add stock number

The screenshot shows the 'New Customer Review' form. At the top, there is a blue header with the text 'New Customer Review' and a 'Help' icon. Below the header, there is a dropdown menu with 'Cameron Moore' selected. Underneath is a text input field labeled 'Enter Stock #' with a magnifying glass icon to its right. Below this field is the text 'OR' and a red button labeled 'Select Year, Make and Model'. Further down are four more dropdown menus: 'Used', 'Select a year', 'Make', and 'Model'. At the bottom of the form are two buttons: '< Back' and 'Next >'. A green arrow points from the text 'Add stock number' to the 'Enter Stock #' field.

This screenshot shows the same 'New Customer Review' form as the previous one, but with the dropdown menus for 'Used', '2016', 'Audi', and 'allroad' circled in green. A green arrow points from the text 'Select from dropdowns.' below the form to the 'Next >' button. The 'Select Year, Make and Model' button is also visible above the circled dropdowns.

#5 Select How To Send The Recommendation/Review

* Customer completes review on your device.

Choose Device Help

Use this Device

Create Review >
You can give this device to a customer for creating a new full review.

OR

Send Link to Customer

Send Link via SMS
Send link to customer for creating full review on customer device
A text will go to +19408675003

Copy Link
Copy link and send it to customer by E-mail or Hangout (if you don't have customer's phone number)

Generate QR-code
Generate QR-code and share it to customer.

[< Back](#)

Home New Review Activity Send Card Add Contact

Customer completes review on their device.



Customer completes review by scanning the QR code from their device.

Customer completes review from the link you send to them.




* This is recommended to get best results

#6 What your customers will see when completing the recommendation/review.

Earn Cash

Before we begin...
Would you like to possibly earn \$200 by providing a referral?



*First Name

*Last Name

+1

Enter valid number

Email

Submit & Add Another

Skip

[See Terms of Service](#)

The first thing it will ask your customer for is a referral!



It will ask your customer to rate their experience with you.




Star Rating

crews, please rate your experience with

Cameron Moore

☆☆☆☆☆

Not Rated



< Back **Next >**

By clicking Next, you agree to the terms of service


Star Rating

crews, please rate your experience with

Cameron Moore

★★★★★

Excellent




< Back **Next >**

By clicking Next, you agree to the terms of service

#6 Continued

It will ask your customer 3 simple questions.

Customer Feedback




Cameron Moore

Please tell us what you liked most about working with Cameron

Example: Cameron was simply awesome. Cameron was very knowledgeable, professional, and attentive to my needs. Cameron took the time to get to know us personally and really understand what we needed. Then took the time to explain the process, which made us feel very comfortable and at ease. Cameron wasn't pushy and gave us many options for us to consider. Cameron was so patient and

< Back Next >

Customer Feedback




Audi allroad

Please tell us how Cameron helped you with your 2016 Audi allroad

Example: Cameron helped me find the perfect vehicle. I had an idea of what I wanted, but Cameron was able to direct me to something better. His knowledge of my needs and the different vehicle's capabilities was critical in my decision.

< Back Next >

Customer Feedback



Build-A-Brand Motors

Please tell us about your overall purchase experience and finance experience with Build-A-Brand Motors

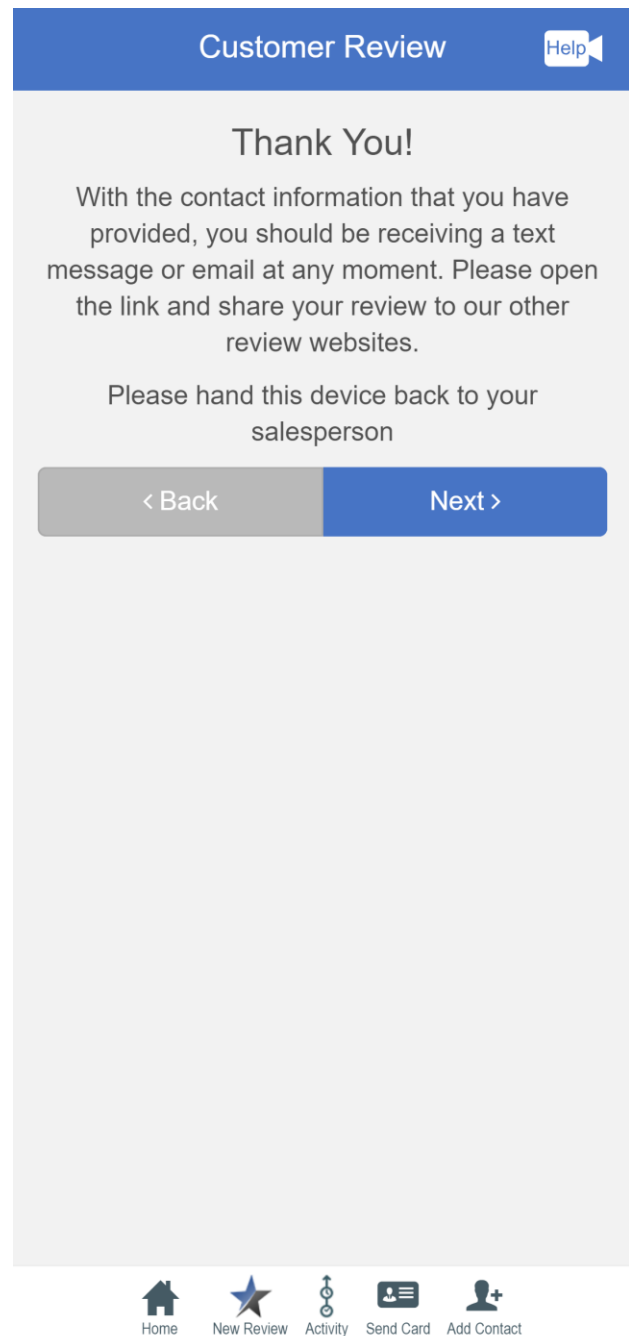
Example: The whole experience was excellent. Everyone at Build-A-Brand Motors was friendly, courteous, and very helpful. Everyone did their best to find me the perfect 2016 Audi allroad and the perfect price. I would recommend Build-A-Brand Motors to all for your next automotive purchase.

< Back Next >

#7 How to complete the review

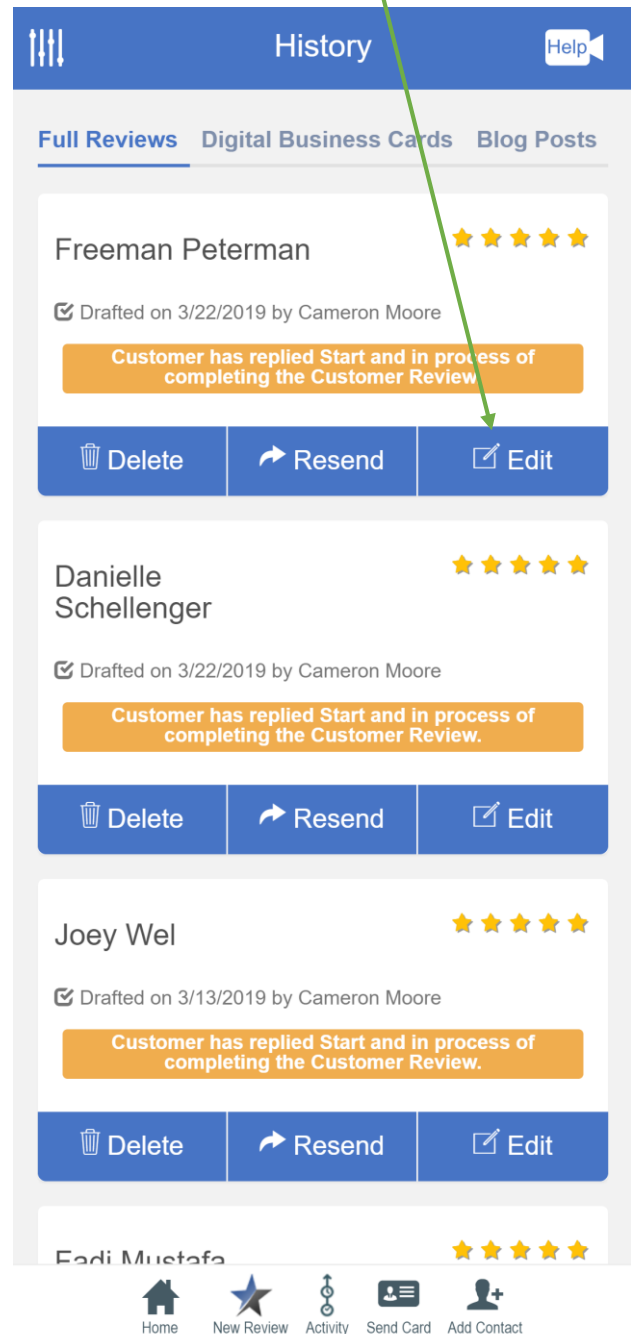
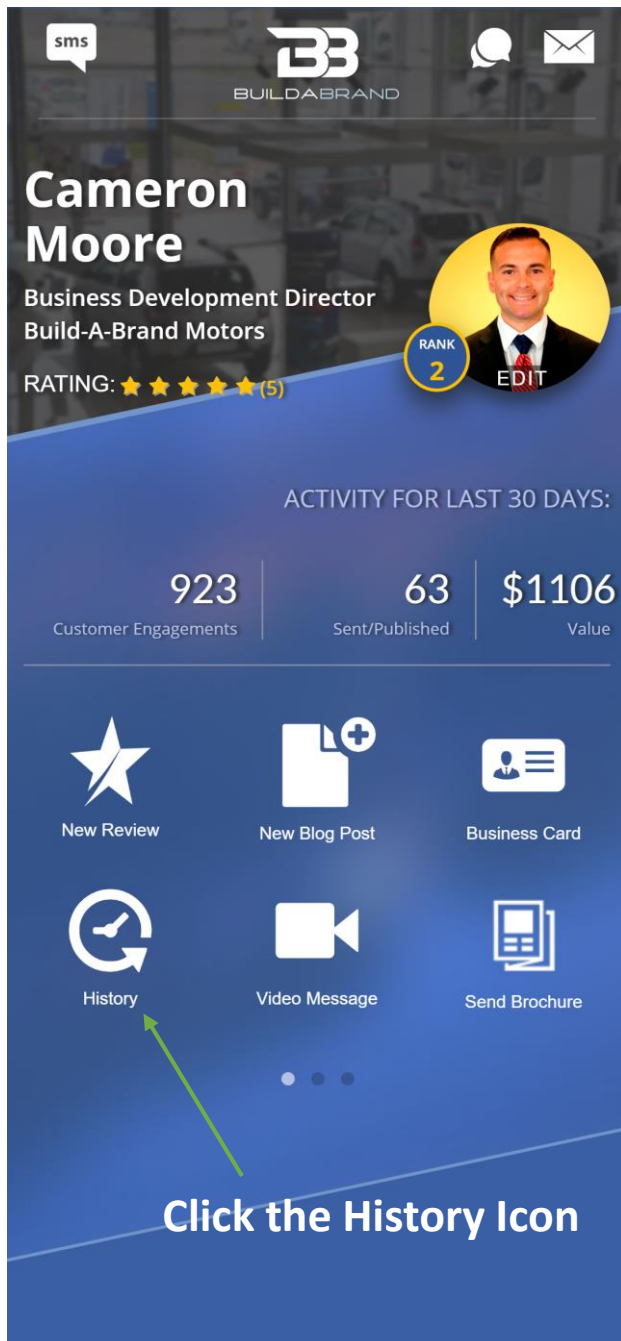
If your customer has completed the review on your device it will give them this screen. You will want to wait until you get a photo with your customer to complete the review.

Your customer will get a text asking them to share their review. When your customer clicks that link it allows them to share that same review they left you by copying it, and put it on third party sites like your dealerships google page, dealerrater, and cars.com.



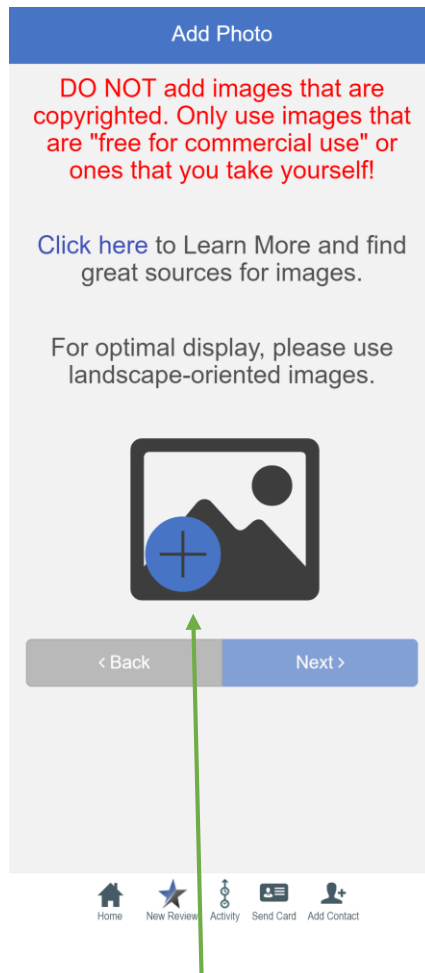
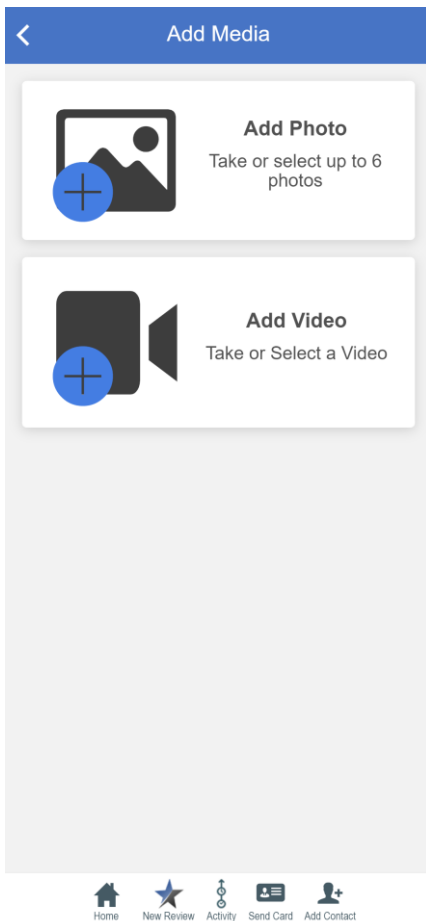
#7 Continued

The Gold stars let you know that the customer has completed the review. Now, just select edit, to add the photo.

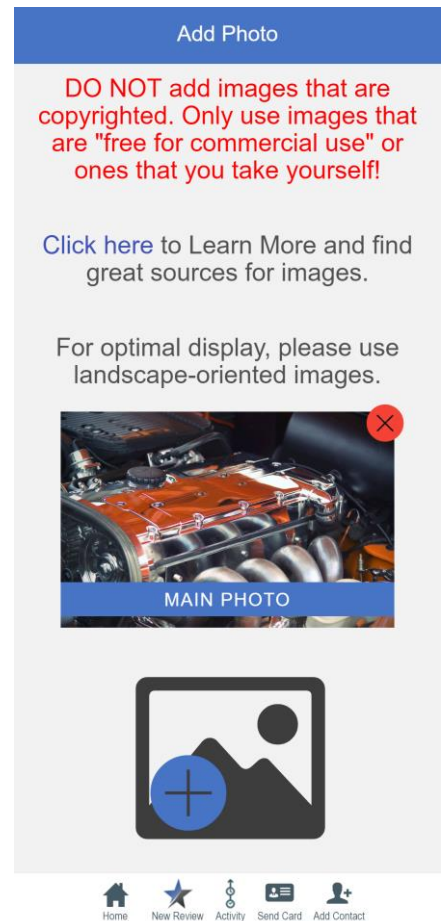


#7 Continued

Select add photo, you will be adding the photo you took with your customer next to their new car! If you have a video you can upload it here also.

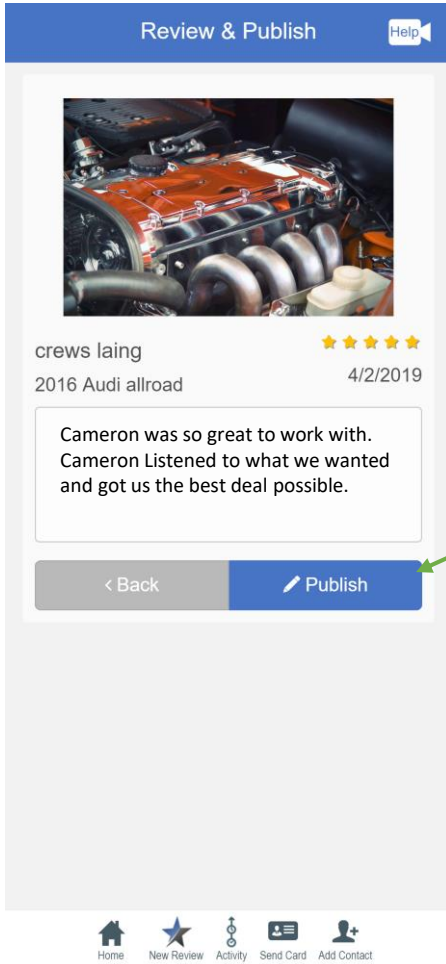


Press the plus sign to add the photo of you and your customer.

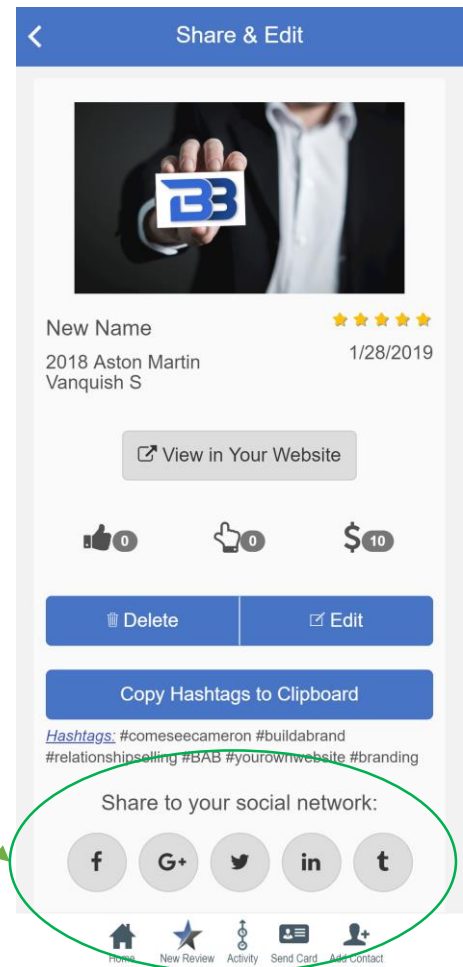


If you have more than one photo you can add it.

#7 Continued



Press publish. Once you press publish your customer will get a text with a link to share on social media and the photo you took of them.



Select which social platform you want to share the recommendation on

Recommendation Recap

Getting reviews are powerful for creating Top-of-Mind Awareness for you and your brand. When you share the review to social media, you want to make sure that you make the post all about your customer and their great experience.



I met Mary at the beginning of February while she was here getting an oil change. We chatted for a bit and decided to check out some vans. Well friends please congratulate my newest Raving Fan and friend Mary on her new 2019 Chrysler Pacifica. Thank you Mary for trusting me to be Your Car Guy. Enjoy! I want to also give a shoutout to my friends Sandy and Bob for going to get the van for Mary!

Click to see preview



PRO TIP – If you are friends with your customer on social media, tag them in the post. If you are not friends with them, ask if you can add them and tag them in the post.

Get a recommendation/review from every customer you sell a car to. The more recommendations you get the better validation you will gain that your experience is what your audience is looking for.