


BUILD-A-BRAND

The Complete Getting Started Answer Book

Click the title to go to that section in the training portal



Welcome to Build-A-Brand

A personal brand is to provide a human experience that creates and builds customer trust and loyalty through delivering superior value. A personal brand is created and implemented to improve sales, online engagement, customer relationships, as well as, to enhance credibility, build trust with audiences, and to reach professional goals.

Build-A-Brand is a complete, step by step, prospecting and marketing system designed specifically for the professional automotive salesperson. When you actively use Build-A-Brand's digital tools, it will make it easy to generate leads, follow-up, capture referrals, and create incremental sales month after month!

Today we will be going over the following:

- Completing Your Profile
- Your Build-A-Brand Toolkit
- Reviews

Click the title to go to that section in the training portal

Complete Your Profile

This stage is dedicated to gathering and creating everything necessary to build a professional-looking profile in Build-A-Brand. Your Build-A-Brand profile is where everything is stored that appears on your website, social media posts, and communications. You'll manage your profile inside your mobile toolkit.

It's recommended at this time that you download to print the [Profile Items Checklist](#). Both this video and your checklist will guide you step-by-step in capturing and gathering all items necessary to create a stunning business profile.

Pro Tip: Have a friend help you capture photos or use a tripod along with the timer setting on your mobile device's camera. Build-A-Brand recommends using an Apple iPhone 7, 7+, 8, 8+ or X for image capture, due to iPhone's "Square" and "Portrait" image capture options.

Personal Slideshow Images

Your personal image slideshow is where you get to showcase the things that interest and matter most to you. Use photos of family, wedding, pets, hunting, fishing, watersports, hobbies, crafts, vehicles, and anything else that will help people identify with you.

Instructions: Locate or capture at least 6 photos of things that interest you most. Remember, more is better!



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Website Images

Website Homepage Slider Images

Your website slider images are the first thing people see when visiting your Build-A-Brand website. They are the introduction to potential prospects and help guide visitors to specific areas within your website. Each slide contains a message and two calls to action buttons. It's important that each photo correspond with its intended purpose. It's important that you position yourself on the far right of all homepage slider images to avoid being blocked by the call to action buttons.



Pro Tip: If using iPhone, use the “Portrait” image option for a blurred background.

- Slide 1 – Links to your About Me and Contact Me pages. Capture a photo standing in-front of your dealership. Preferably, where signage can be seen behind you.
- Slide 2 – links to your photo and video customer reviews. If you don't yet have a photo with you and a customer, simply leave the stock image in-place until you capture one.
- Slide 3 – links to your vehicle inventory. Capture a photo standing in-front of a large, diverse, and/or unique selection of vehicles.
- Slide 4 – links to your blog page. Capture a photo where you appear busy, studying a vehicle, or sitting at your desk.
- Slide 5 – links to your referrals page. Capture a photo holding whatever type of reward you give to paid referrals.

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Website Images Continued

Profile Information

In addition to photos, your profile also requires your email address, job title, cell phone number, and other basic contact information.

Make sure to have this information when setting up your profile:

Google Account

You'll need a Google account for uploading videos to YouTube. You can also use a Google account for express one-click login to your mobile toolkit. If you do not yet have a GMail or Google account, please visit <https://accounts.google.com/SignUp> now to create one.

Facebook Account

A Facebook account is needed for sharing things in social media to create a following, and top of mind awareness. A Facebook account can also be used for express one-click login to your mobile toolkit. If you do not yet have a Facebook account, please visit <https://www.facebook.com> now to create one.

Video Greeting & Bio

Video Greeting

If a picture is worth a thousand words, then a video is worth a million words. Greeting your website visitors with video means you'll stand out from the crowd. Consider a 30-60 second greeting, perhaps even reciting your bio while facing the camera. Your goal is to be kind and personable, making potential customers feel at home with you.

Here's an example:

Hi! My name is George. I'm a sales consultant at ABC Motors in Denver, Colorado. I look forward to serving you and your family by always helping you find the perfect vehicle at a great price. I'll my extensive vehicle knowledge and experience to make buying a car the most pleasant experience possible. When you leave in your new vehicle, you'll know you have a friend in the car business! Call me today at 913-555-1212 and be sure to ask for George!

Getting the Video Greeting Link

After recording your video greeting:

- Click the share icon on your mobile device to upload it to YouTube.
- Visit YouTube to preview your video.
- Click the Share icon.
- Choose "Email" on the far right.

Personal Bio

Creating a simple bio is easy. Your bio should be brief and help people get to know you. Simply start with a greeting, make a note of which city & state you're from, if you moved to where you live now, explain a list of your favorite hobbies and interests, and finish it off with sentence regarding why you chose to sell vehicles, and perhaps why customers enjoy working with you.

Here's an example:

Welcome! I grew up in Santa Rosa, California. I moved to San Diego in 2012 to be closer to my extended family. My favorite things to do include water sports, spending time with my family, reading a good book, riding my motorcycle, and volunteering at the local mission. I sell vehicles because I like to help people find the perfect car, truck or SUV to meet their needs while delivering excellent service. I look forward to meeting you in person very soon.

Click the title to go to that section in the training portal

Getting Started Daily Action Plan

Click the logo to download the daily action plan



2 WEEK BRAND TRANSFORMATION

● BEGINNER ● INTERMEDIATE ● ADVANCED

Having an action plan to help you get to the next level is crucial to increasing your brand awareness. Creating great habits will be key to keeping top of mind awareness (TOMA) with your audience. TOMA, refers to a brand or specific product being first in customers' minds when thinking of a industry or category.

Each one of you are at a different place in your life, with a different target market, and sell different brands. The great news is that there are many ways to create TOMA for you and your brand with your Build-A-Brand tools.

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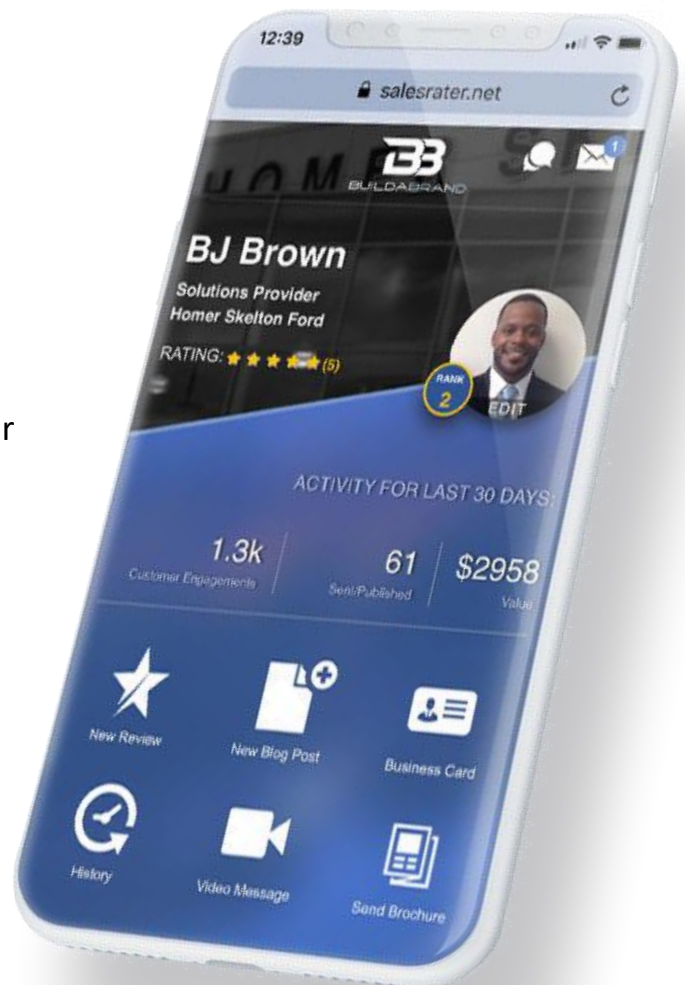
Your Build-A-Brand Toolkit

This is your hub and where you create all your content and links that display in your website and digital business card. It is also your communication center. We call it your Build-A-Brand toolkit.

You and only you will see and use this toolkit. Your customers will see your website and digital business card.

Important Notes

1. Use Safari (iPhone) or Chrome (Android)
2. Use Safari (Mac) or Chrome (PC)
3. Add to phone's Home Screen for easy access.
4. Manage your SMS & Email notifications in your profile



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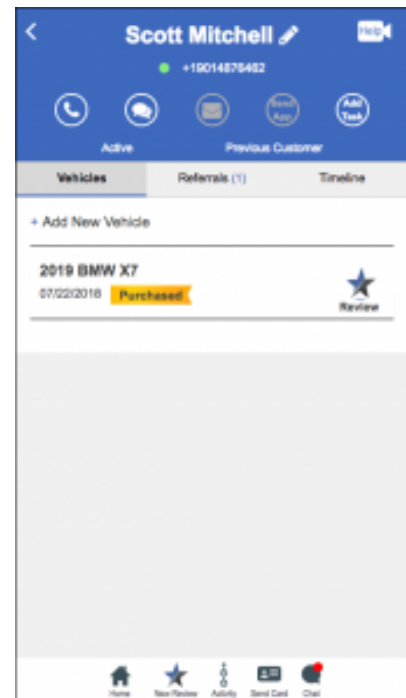
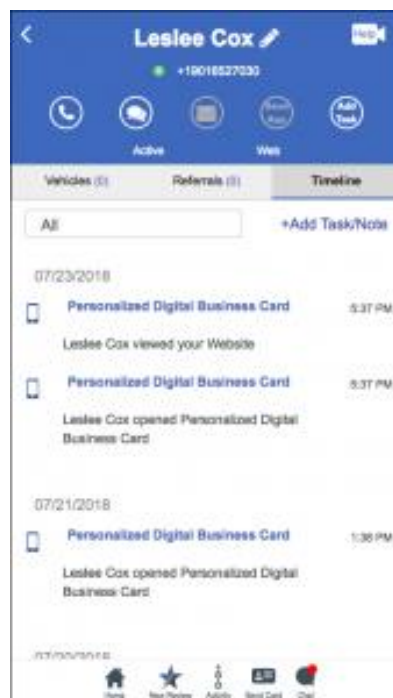
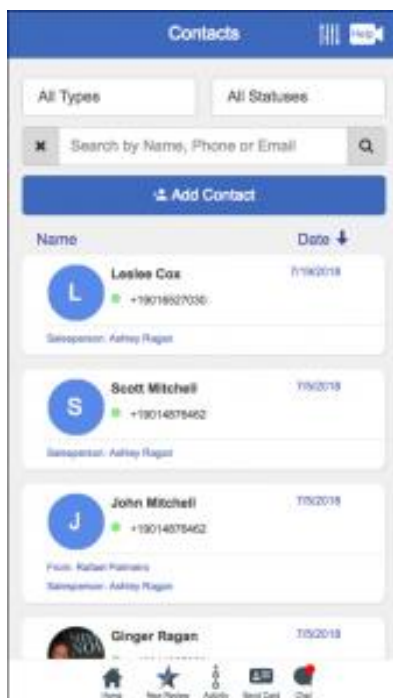
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Managing Contacts

Contacts are the glue for most everything you do in Build-A-Brand. Most of the communication tools begin by either selecting an existing contact or adding a new one. Basic information can be entered quickly for performing most every task. However, you can add detail to each contact record to give your clients a more customized experience.

ADDITIONAL RESOURCES

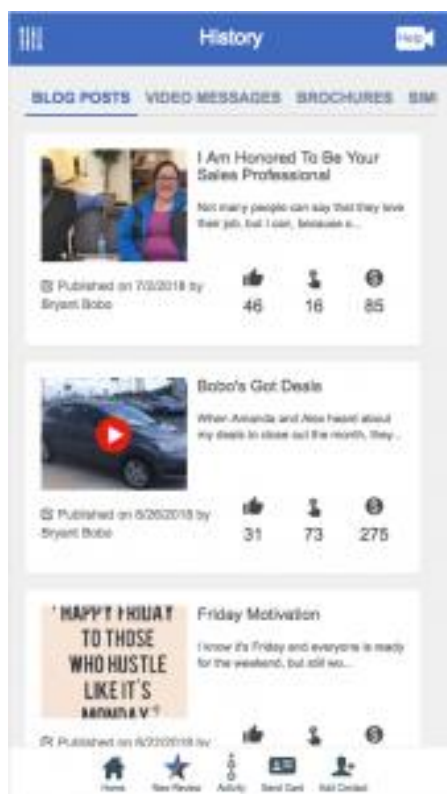
Locating and managing contacts is fast and easy using search and filters. SMS opt-in is noted in either green, yellow or red for quick identification. A timeline is automatically created for every contact, keeping track of everything they've sent and received from you including messages, digital vehicle brochures, digital business card invites, video messages, and more. You can even associate specific vehicles with each contact, including when someone buys a vehicle from you, and whether they've left you a review.



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History & Drafts

History and Drafts, allows you to quickly access both completed and uncompleted tasks in your Toolkit. You can also view stats for each event.



Easily locate and manage previously created items:

- Photo and Video Reviews
- Digital Business Card Shares
- Blog Posts
- Video Messages
- Vehicle Brochures
- Simple (Third-Party) Reviews



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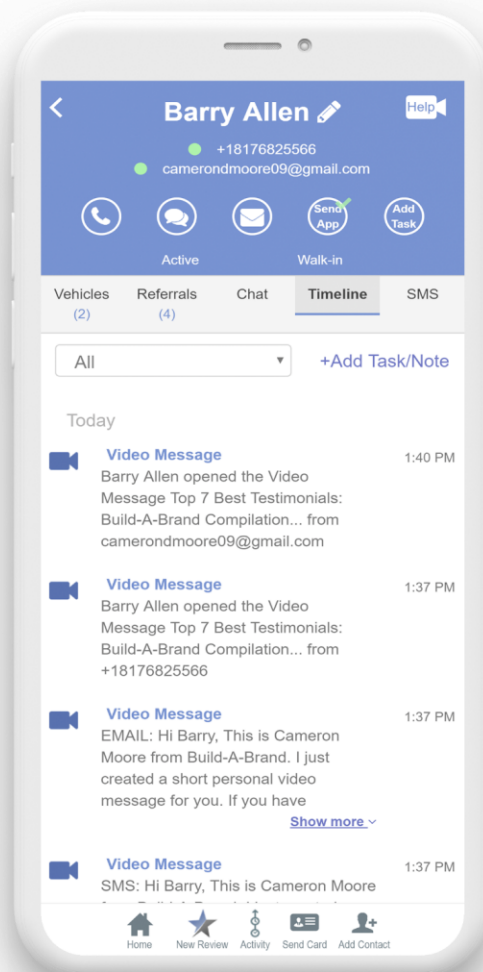
Click the title to go to that section in the training portal

Activity Timeline

Your Activity Timeline contains your entire Build-a-Brand history of events in descending order, making it easy to see everything you've done, and who you've done it with. View timelines for specific activities by using the dropdown filter. Click on events to instantly manage them.

ADDITIONAL RESOURCES

Easily view every SMS, email, phone call, customer review, third-party review, digital business card share, referral, video message, digital brochure sent, web lead, appointment, and scheduled VIP test drive.

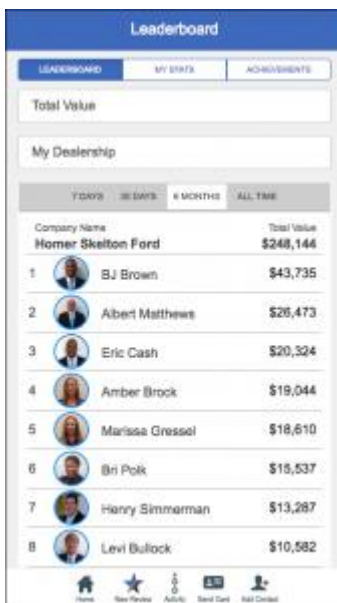


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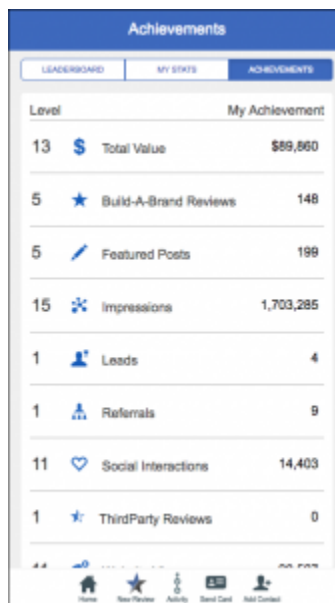
Leaderboard, Ran & Achievements

Leaderboard, Stats and Rank are your report card for everything you do in Build-A-Brand. See how you compare to other salespeople in your dealership, and dealer group. View your overall marketing value contribution using selected date ranges, or view activity on individual metrics. Achieve higher levels when you reach certain thresholds on twelve different activities.



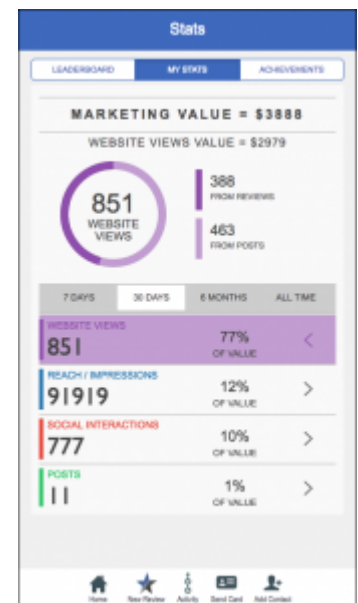
Leaderboard:

Salespeople are ranked in descending order based on their overall marketing contribution to your company. View 7 days, 30 days, 6 months, and All Time ranks and values.



Stats

Displays a breakdown of your marketing value contribution using multiple metrics. View each metric individually, along with their marketing value contribution.



Achievements

A breakdown of your achievements and levels in Build-A-Brand.

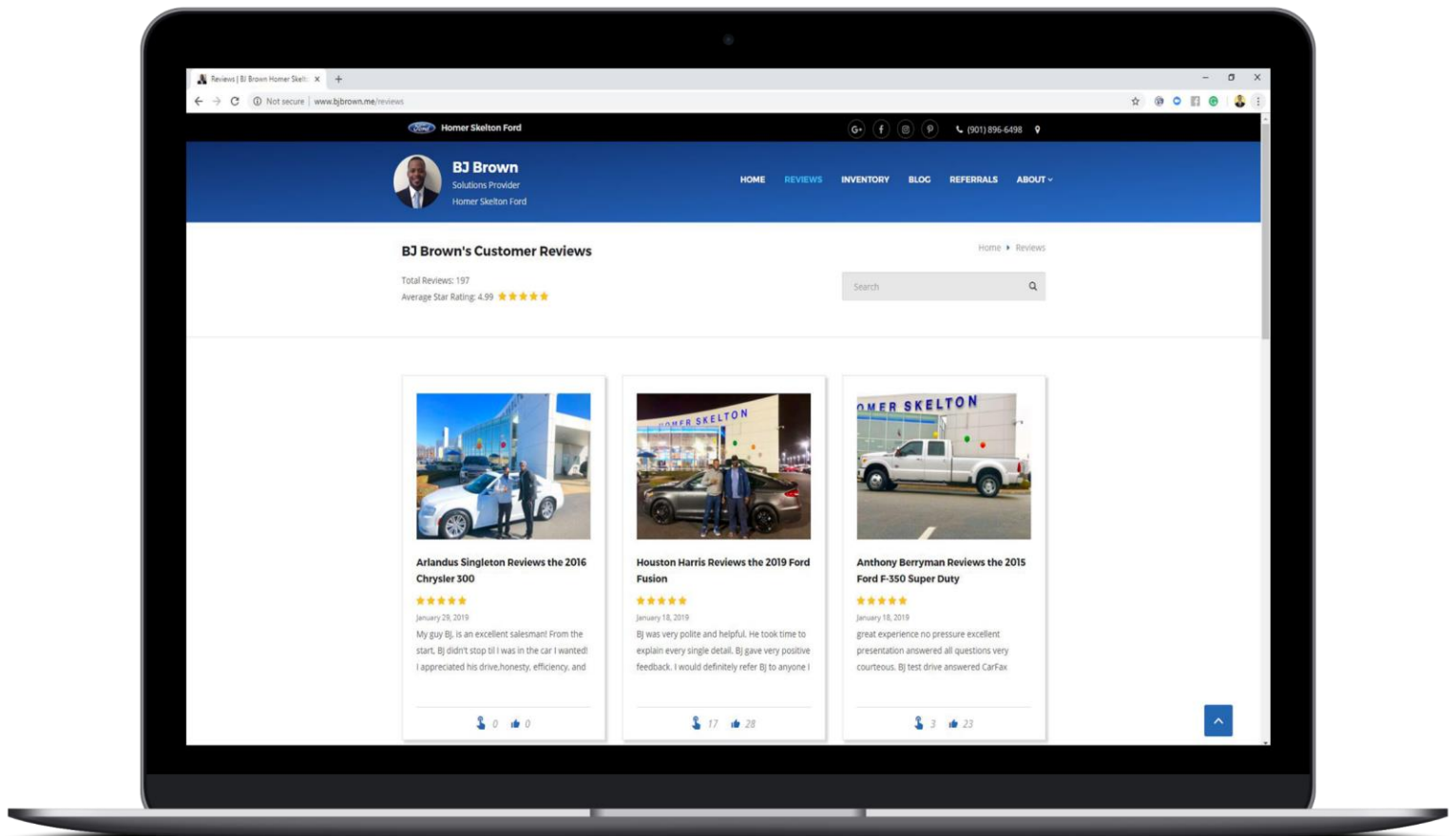


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Reviews

Your photo and video customer reviews/recommendations are displayed on your website in order to build trust with current and future prospects. 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.



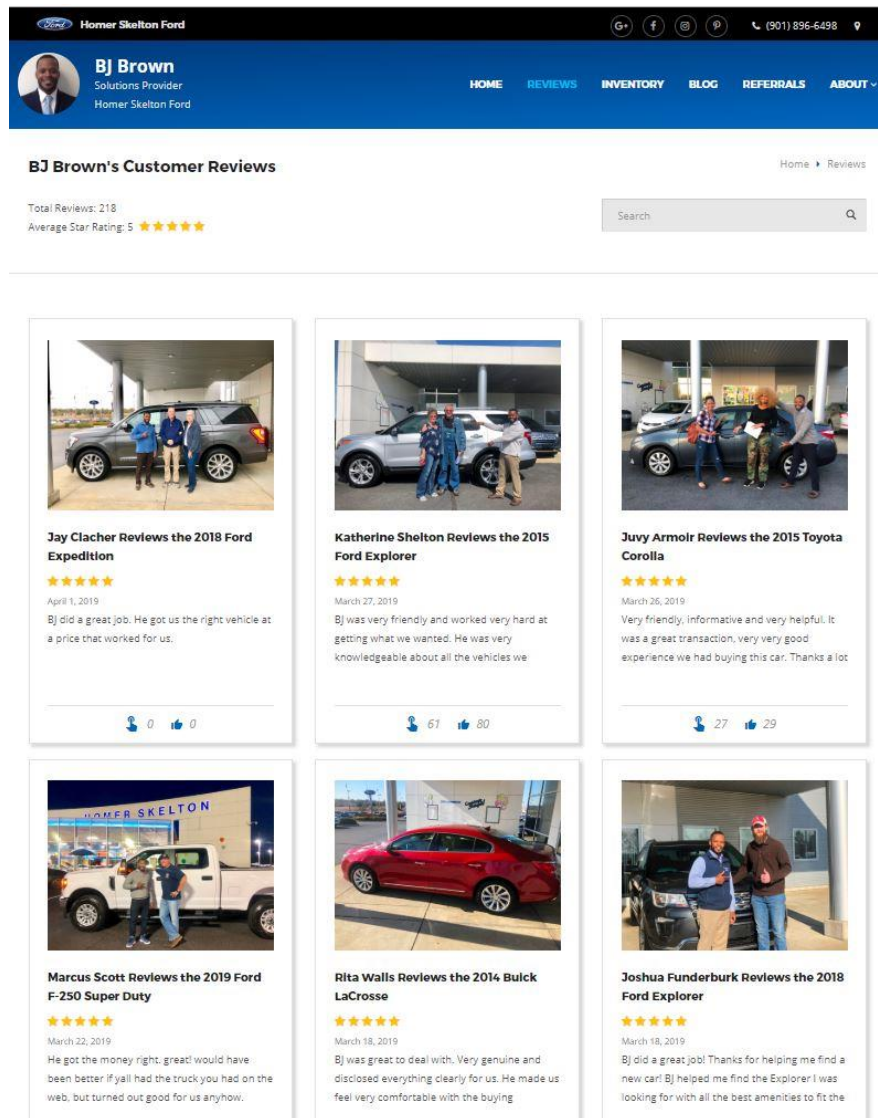
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Why call it a recommendation?

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

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 Armolr 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.

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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

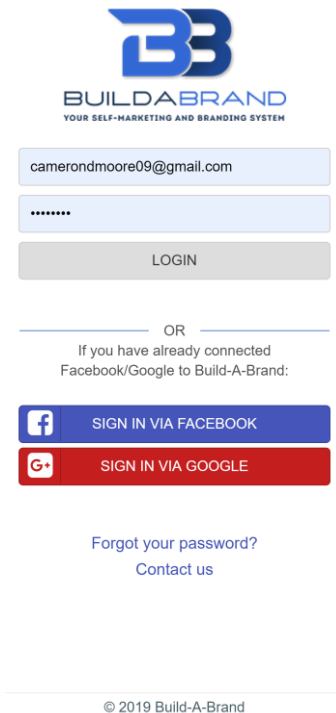
Phone Number

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.

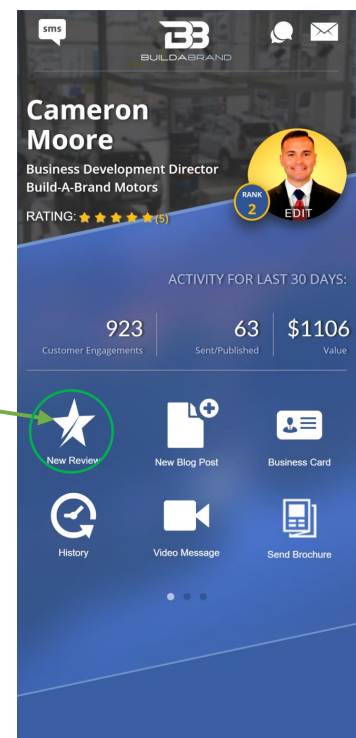


The image shows the Build-A-Brand login interface. At the top is the Build-A-Brand logo with the tagline "YOUR SELF-MARKETING AND BRANDING SYSTEM". Below the logo are two input fields: the first contains the email "camerondmoore09@gmail.com" and the second contains a masked password "*****". A "LOGIN"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

Enter login credentials here.

#2 Click “New Review” icon

New Review Icon



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#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

+ Add Contact

Recent Contacts

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

Who is this: **Individual** Couple

Add photo

crews

laing

+1

☒ This is a mobile phone number

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

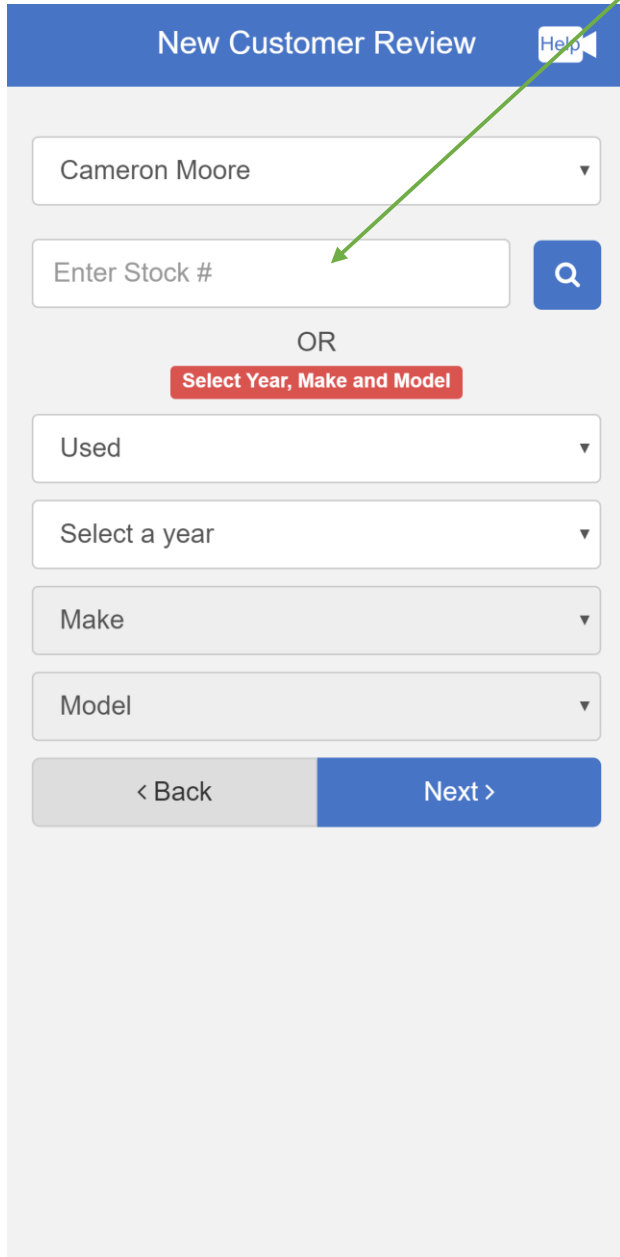
< Back **Next >**

After adding contact press next.

Home New Review Activity Send Card Add Contact

#4 Add Stock Number or Select from dropdowns

Add stock number



New Customer Review Help

Cameron Moore

Enter Stock # Q

OR

Select Year, Make and Model

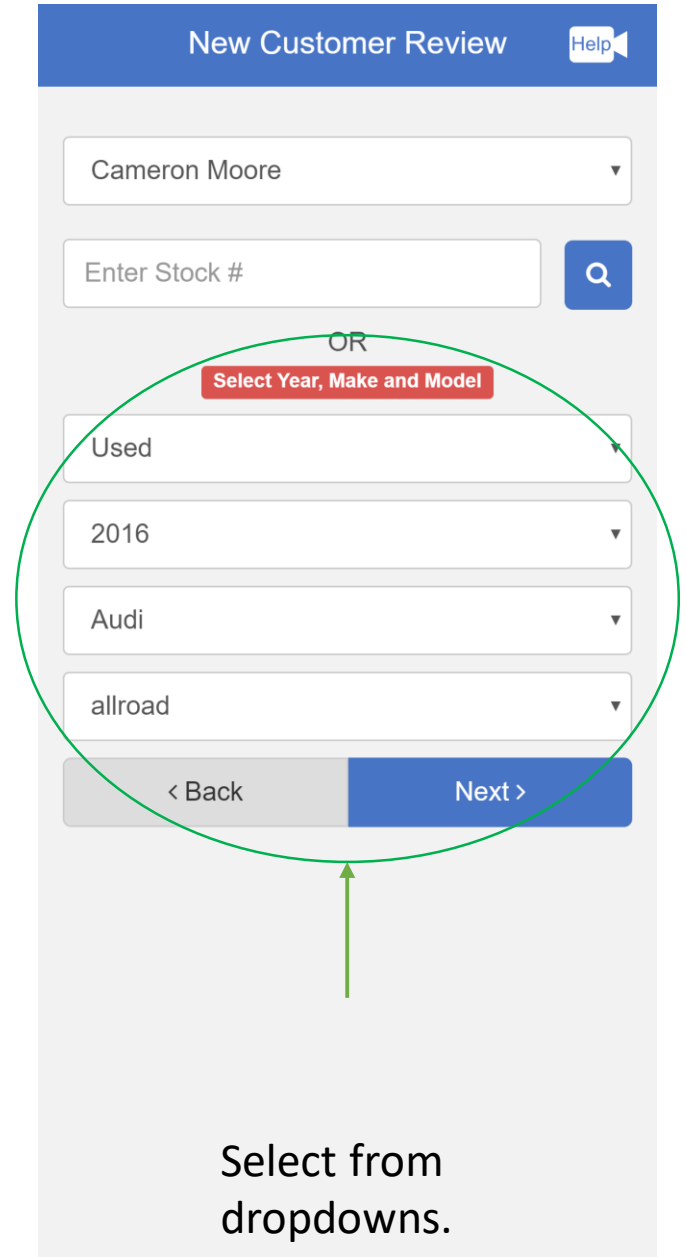
Used

Select a year

Make

Model

< Back Next >



New Customer Review Help

Cameron Moore

Enter Stock # Q

OR

Select Year, Make and Model

Used

2016

Audi

allroad

< Back Next >

Select from 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 from the link you send to them.

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


* 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 patience 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.

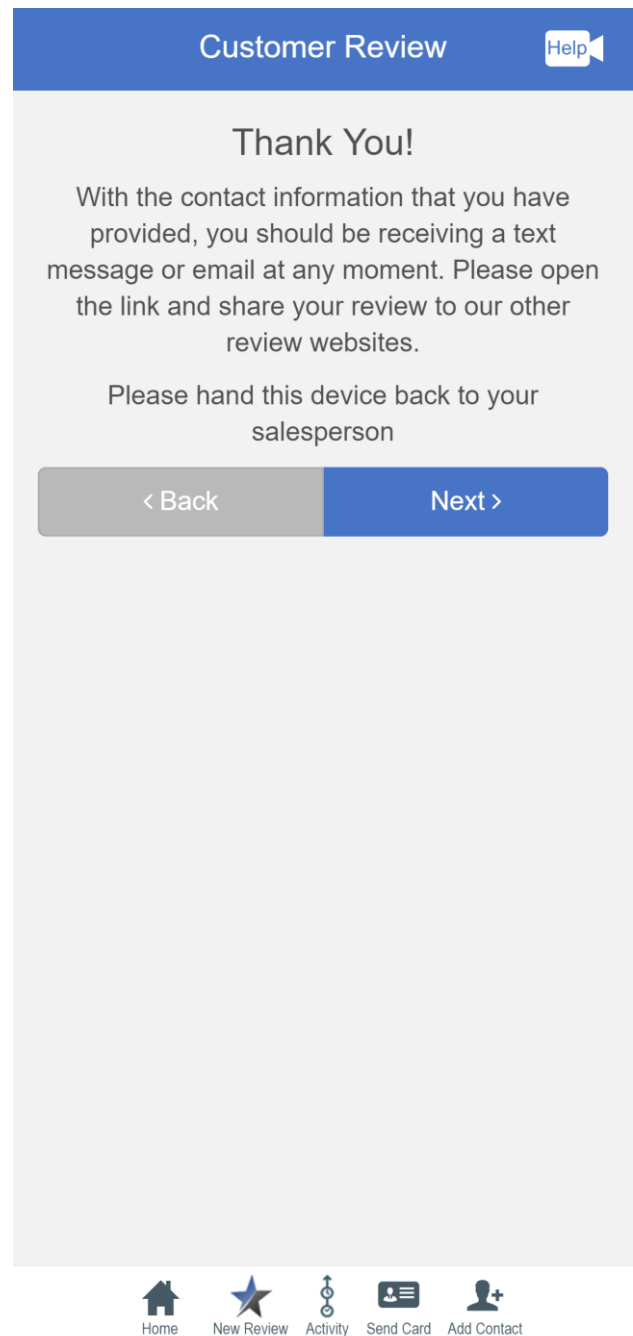
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#7 How to complete the review

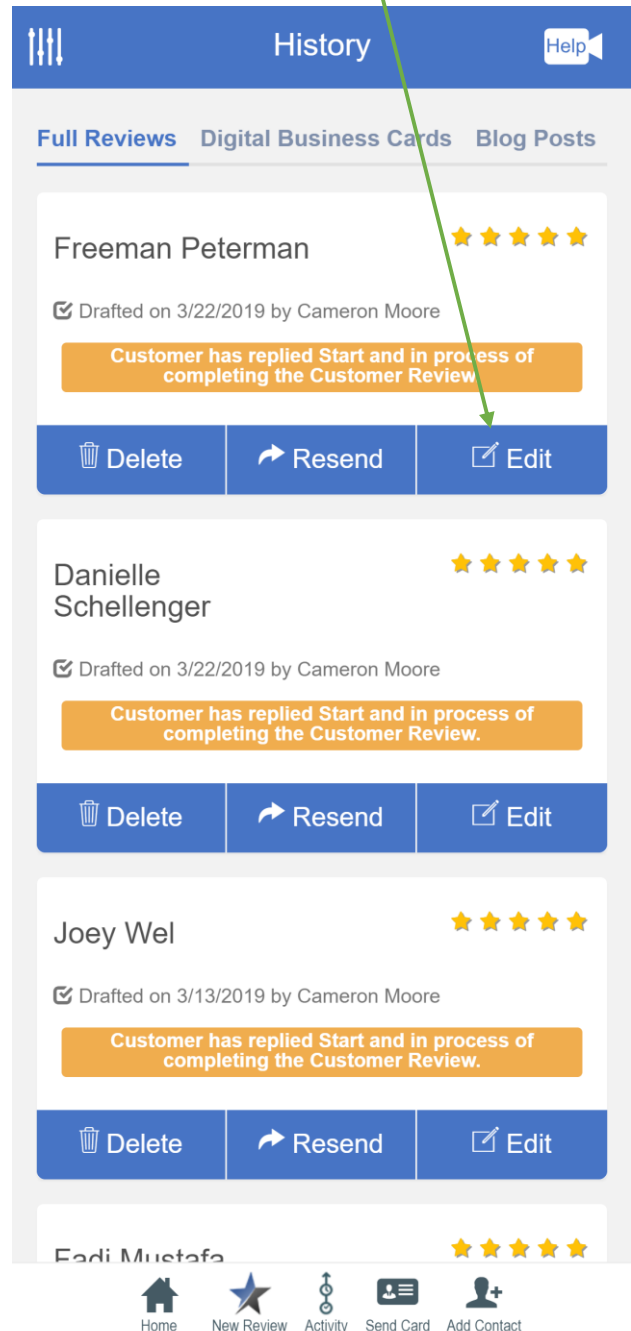
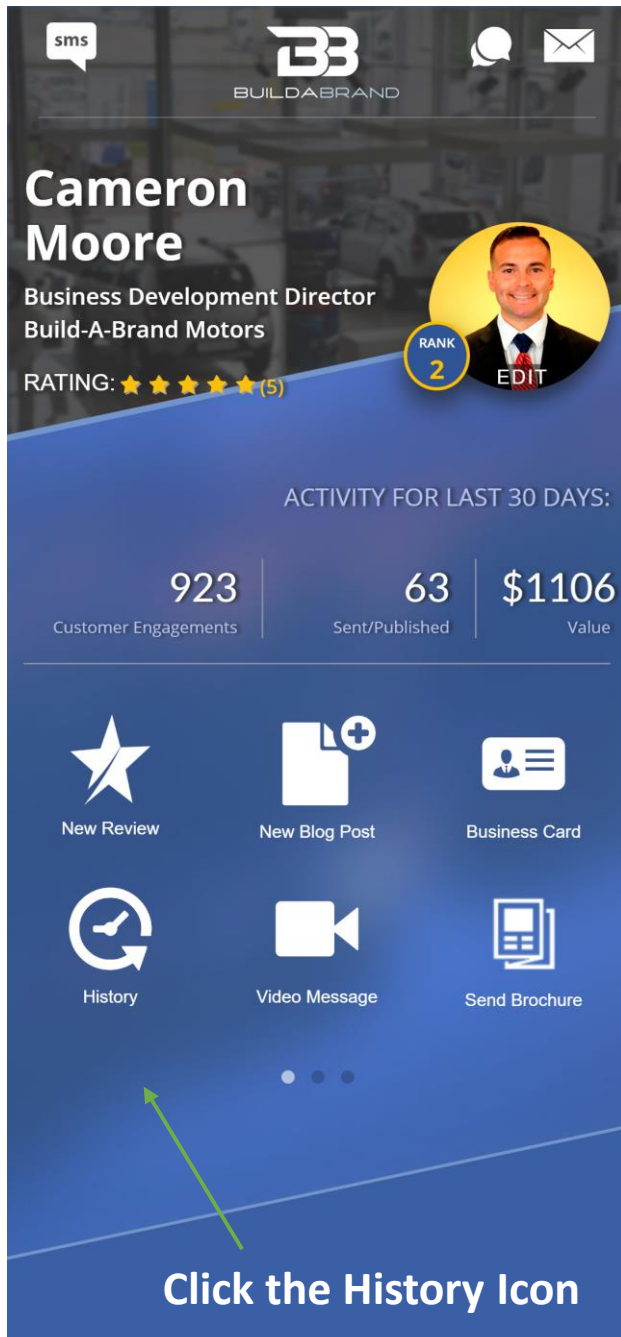
If your customer has completed the review on your device, it will give them this screen. You will want to wait until you get a photo with your customer to complete the review.

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.



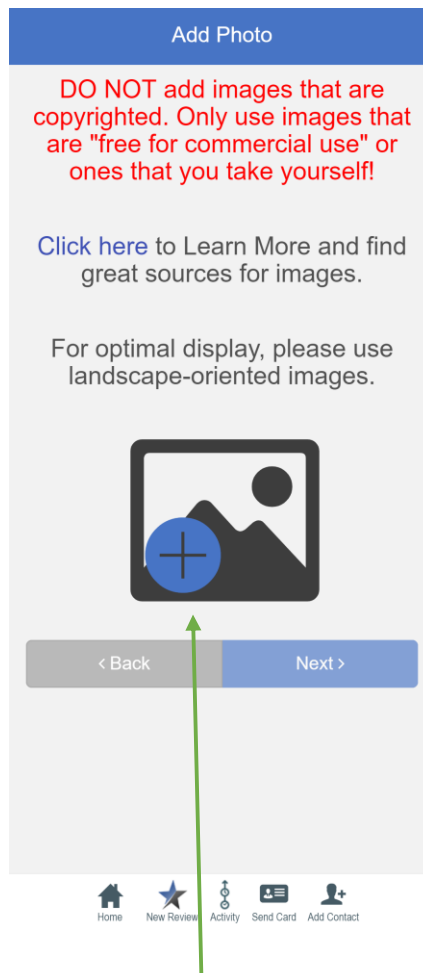
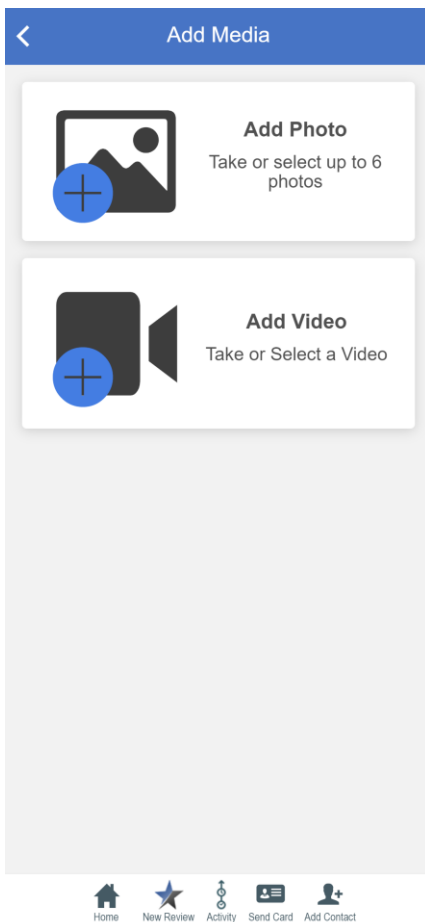
#7 Continued

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

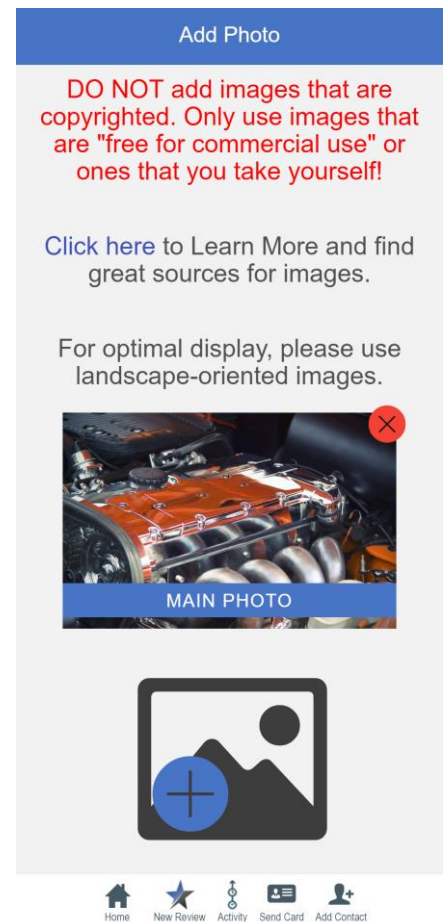


#7 Continued

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.

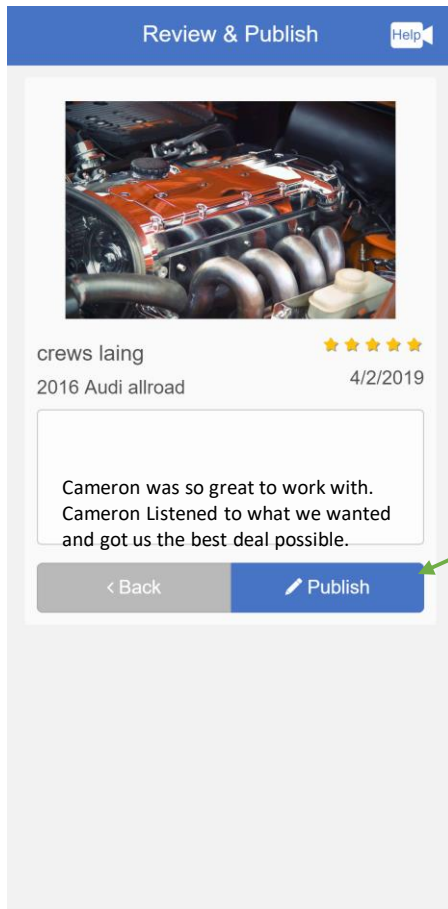


Press the plus sign to add the photo of you and your customer.

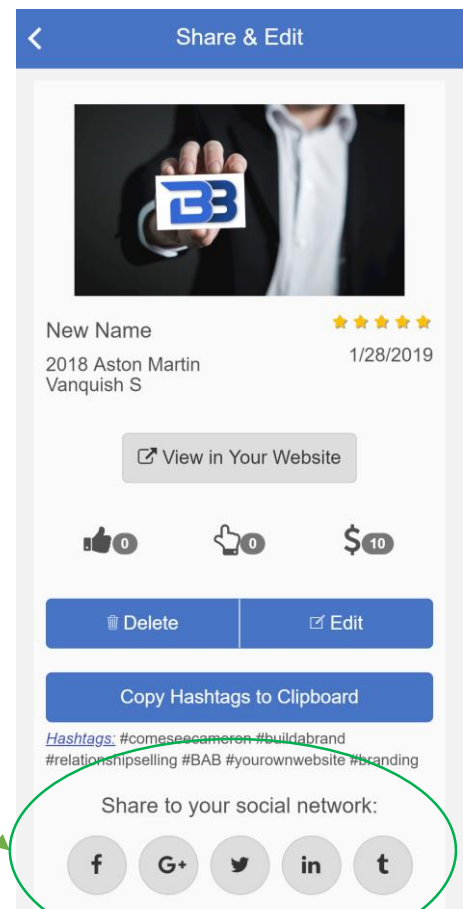


If you have more than one photo you can add it.

#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



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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.



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.

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