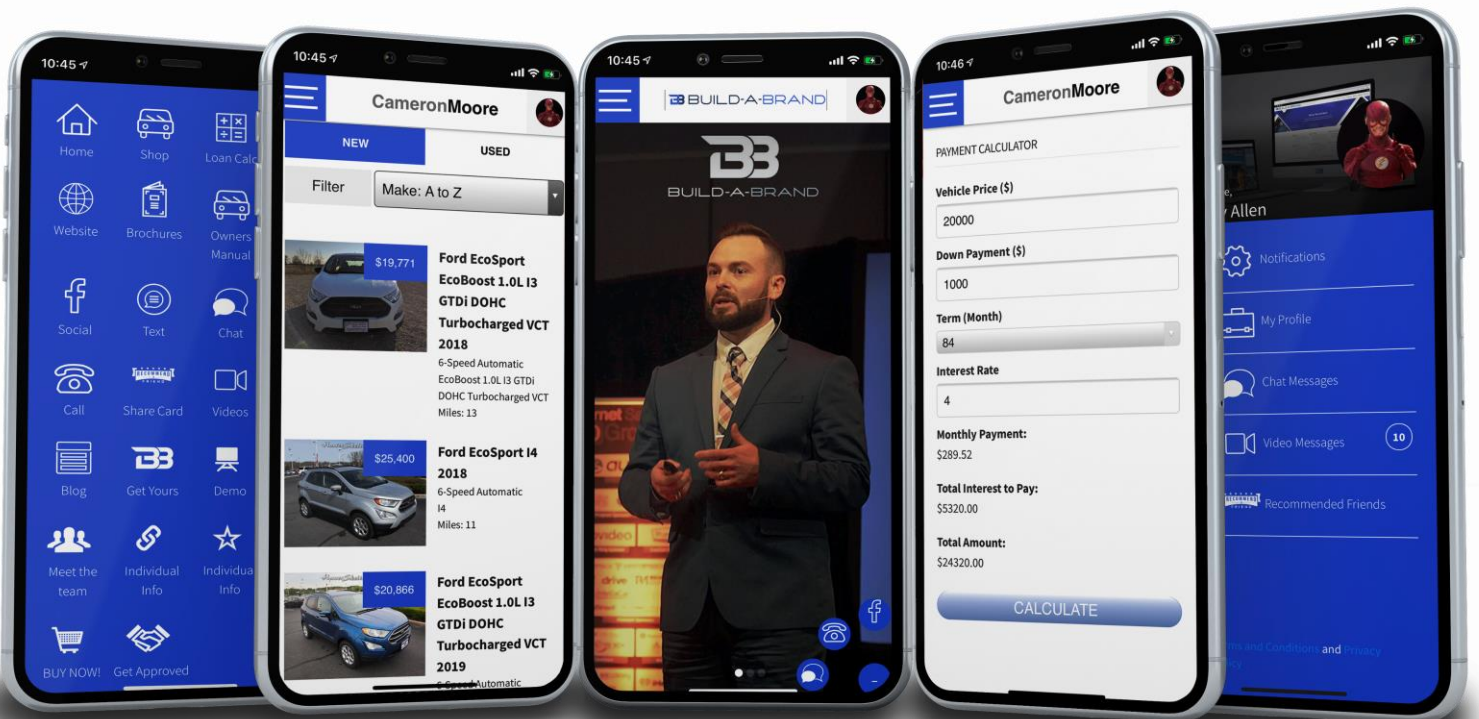


BB BUILD-A-BRAND

Digital Business Card Key



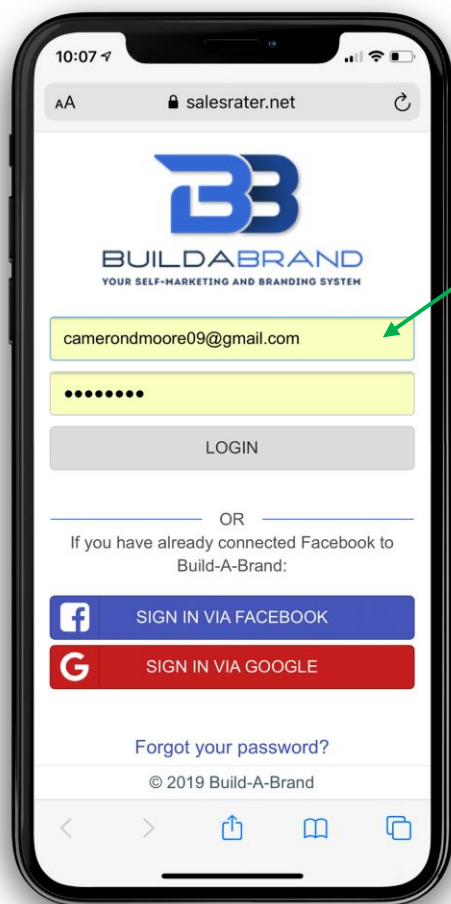
Customer ask for a Business Card

You- "I definitely have a card, but it is not a regular paper card, it is a digital business card. What this allows you to do is to easily shop our inventory with no pressure, at the convince of your home. You can download any brochure right to your phone. You can download any owner's manual for your car or any car in your household. You can also easily calculate your payments. What did you say your number is again?"

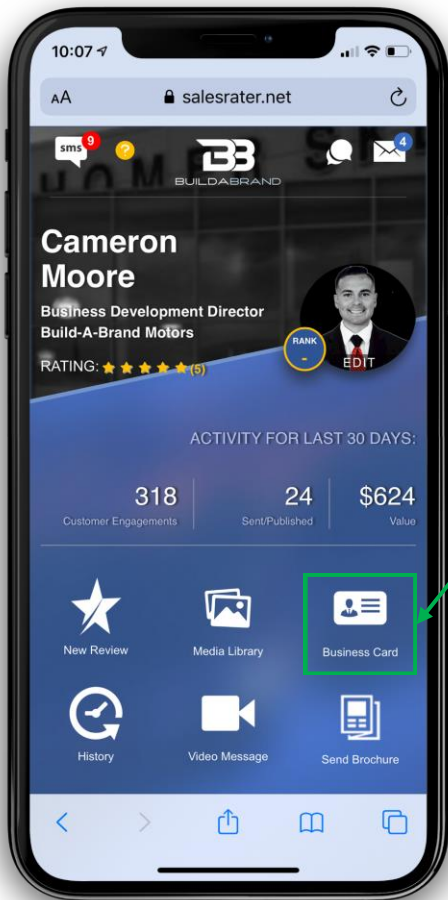
The main thing you need to do is provide value and all the benefits your customer will gain when they have your digital business card. Here are a few examples of benefits you can use when asking your customer to download your digital business card:

- Shop inventory
- Download brochures
- Download owner's manuals
- Calculate Payments
- Connect with me on social media
- Read my reviews from previous clients
- Instant chat with me when you have a simple question
- Keep track of all the people you have sent to me to buy a car
- Set service appointments
- Easy ways to email or call me when you have questions
- Access to all the videos, I will send to you about this car
- Access to my blogs where I provide a wealth of education

The first thing you want to do is to sign into your Digital Business Card, go to salesrater.net and login to your Build-A-Brand toolkit.

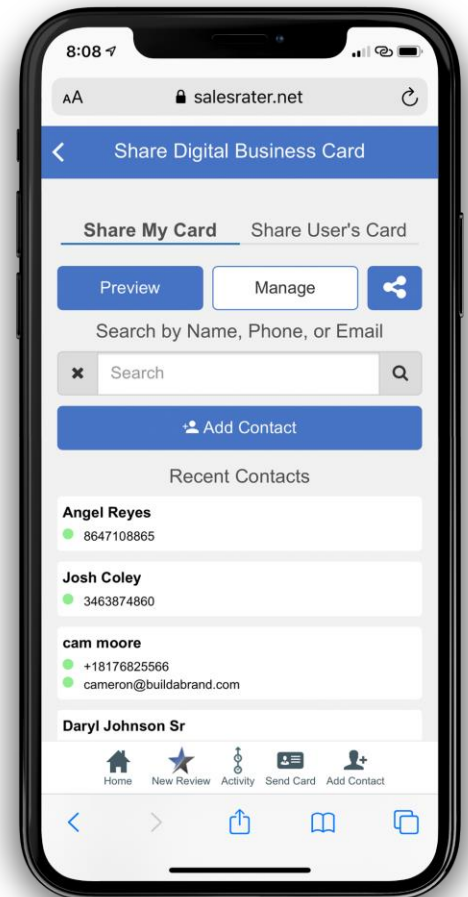


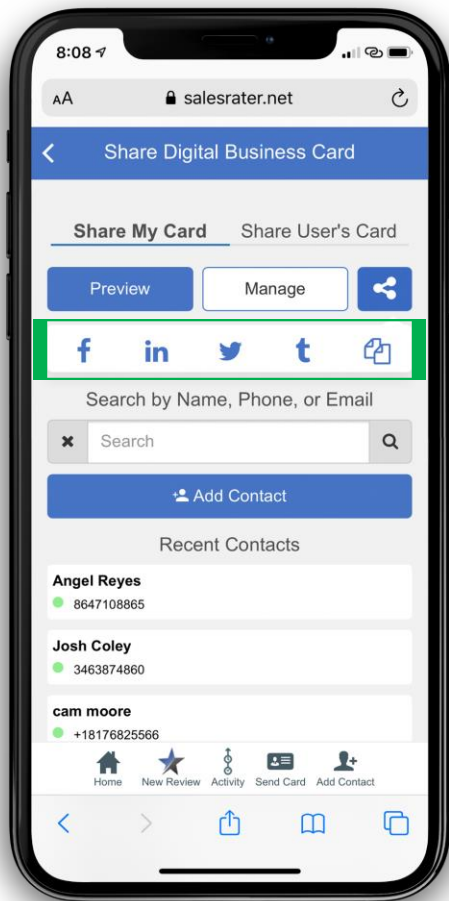
Enter your login credentials here.



On your home page of your toolkit, select the icon that is titled "Digital Business Card"

Once you have clicked the Business Card Icon it will bring you to this screen. Here will show a recent list of your contacts, you can add new contacts, preview your card, a quick link to manage your card, and a link to share your card to social media.



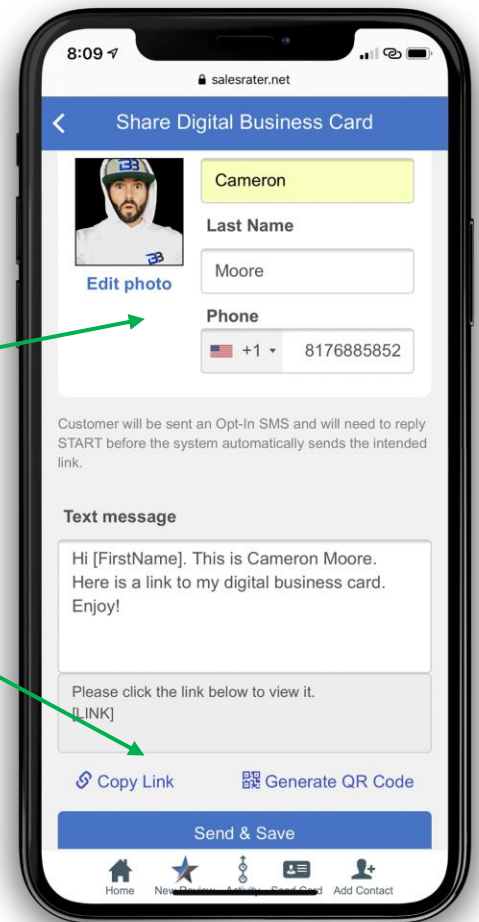


When you click the  icon this shows you several ways where you can share your Digital Business Card to social media and also an icon to copy a link to share where you would like.

Here you will add your customers information. You can also add a photo of your customer, this will make it more personalized when the customer opens your Digital Business Card.

Here you have three options to share your card:

- 1) Copy link
- 2) Generate QR Code
- 3) Send & Save



If this is the first text your customer has received from Build-A-Brand they will need to opt in. After your customer replies start, they will get the specific link to your digital business card.

*When you send a customer your card, that link your customer gets is specific to them. Each customer has their own link which allows you to track what each customer is doing in your card.

