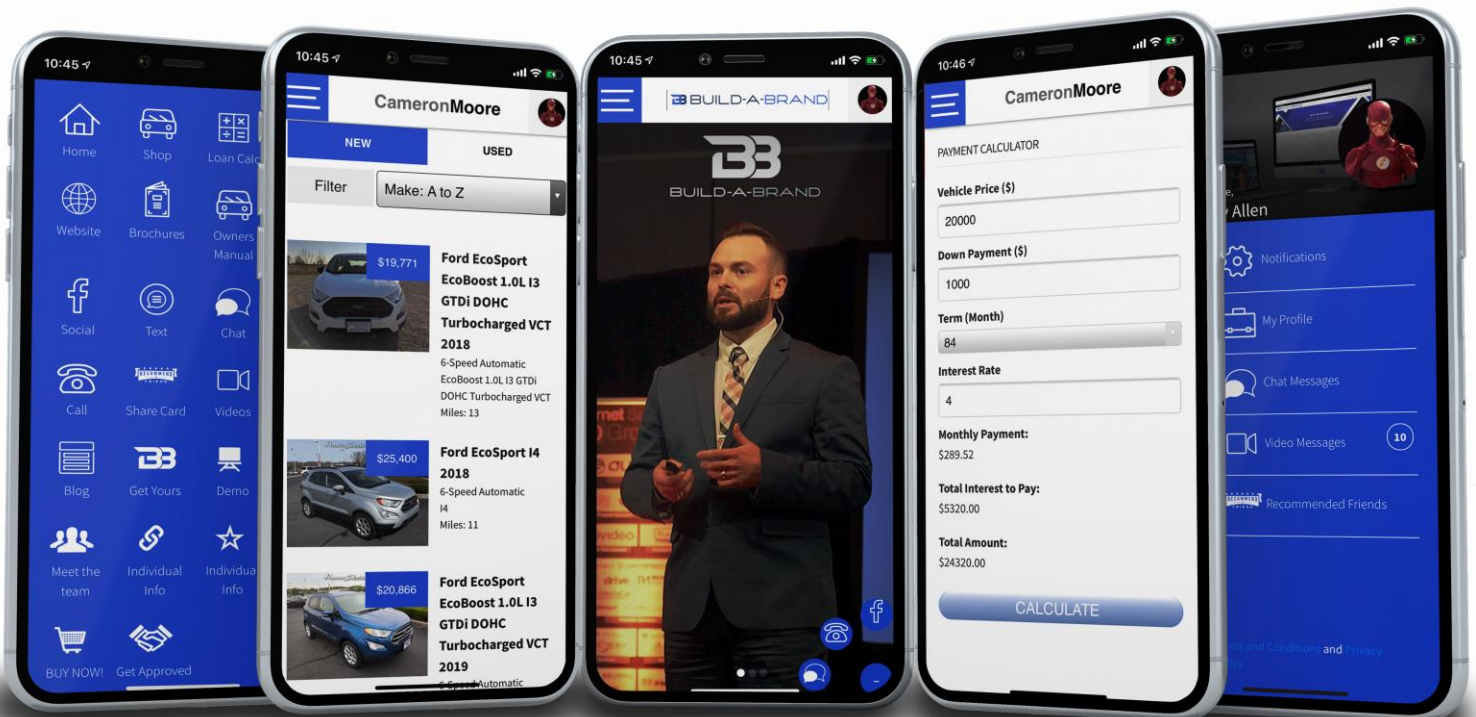




Digital Business Card Key



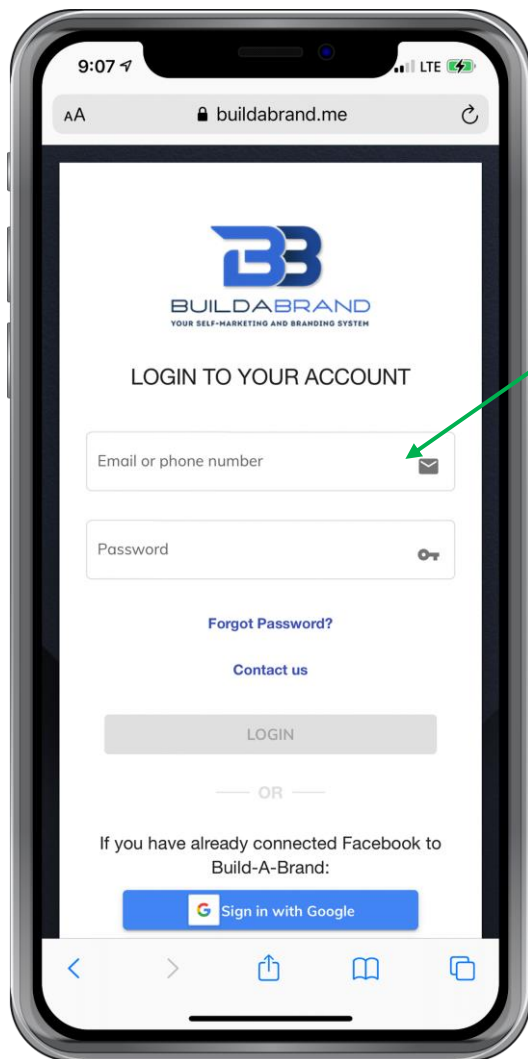
Customer ask for a Business Card

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 convenience 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?”

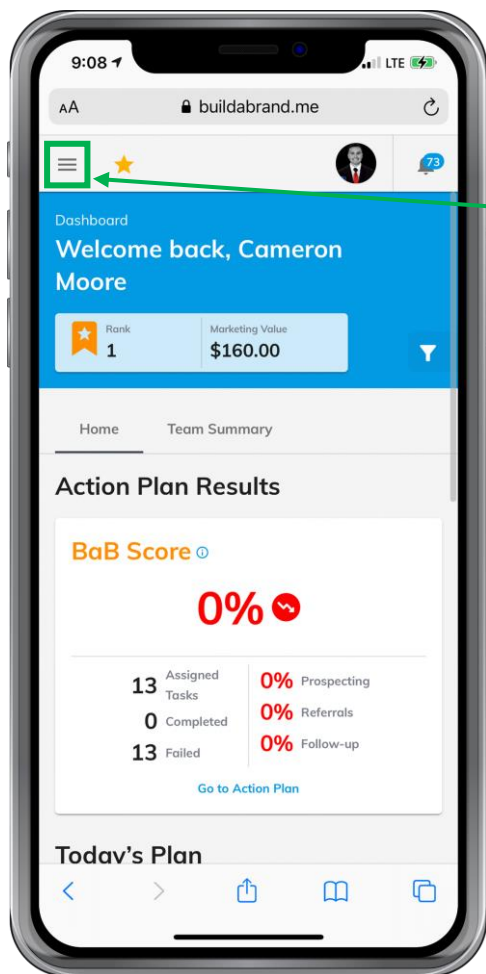
The main thing you need to do is build value in all the benefits your customer will gain when they have your digital business card. Here are a few examples of benefits you can use **(Pick only a few)** when asking your customer to download your digital business card:

- 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 www.buildabrand.me and login to your Build-A-Brand toolkit.

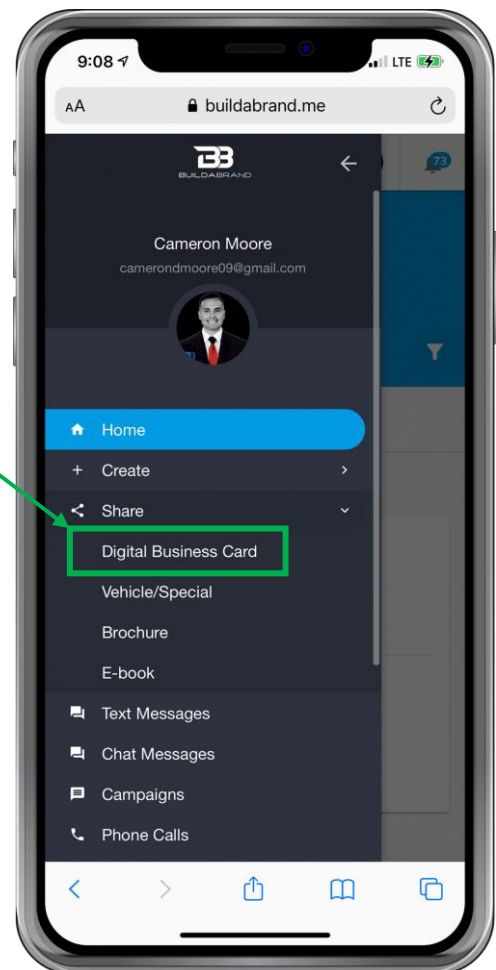


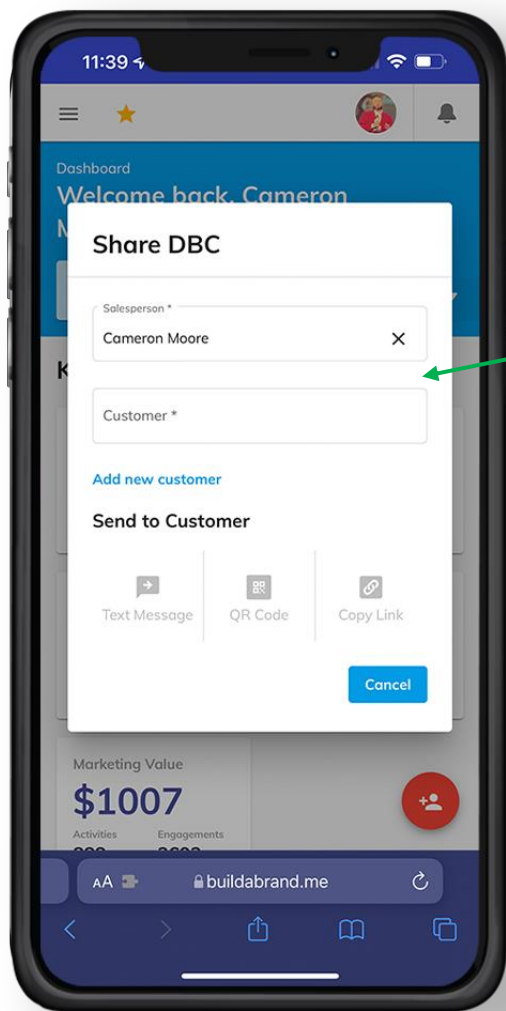
Enter your login credentials here.



On your home page of your toolkit, click the menu icon in the top left corner.

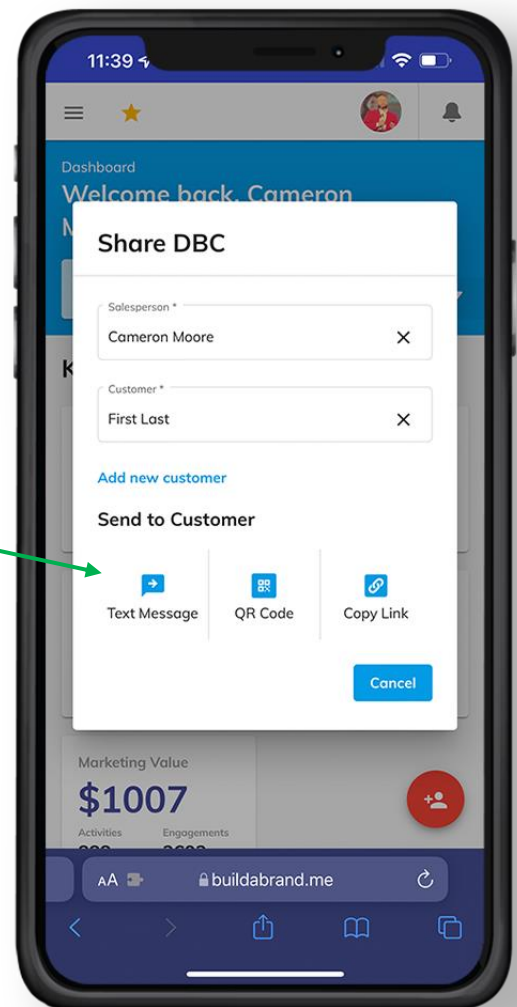
Click "Share" to display the drop down. Then click "Digital Business Card"





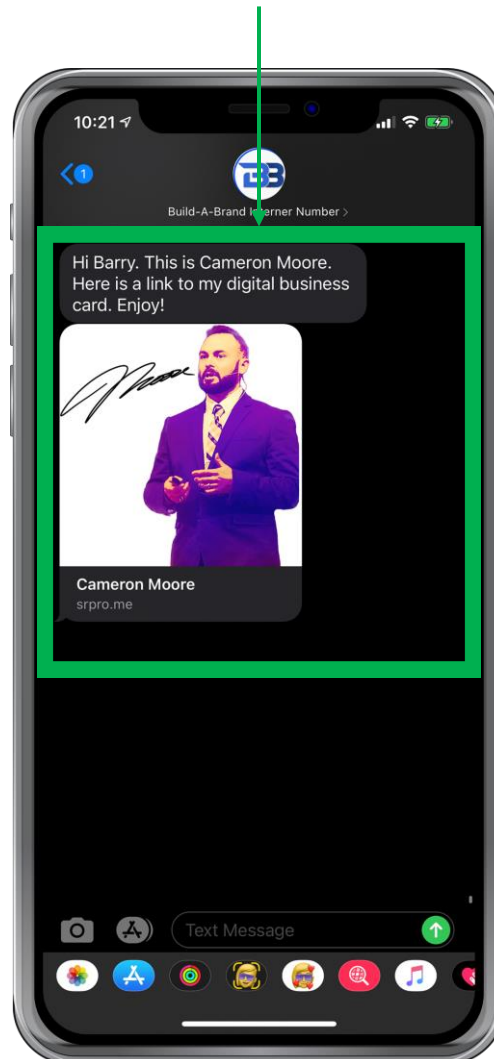
You can click the Customer part to pick a contact you have in Build-A-Brand or you can click the blue text Add new customer to add a new customer.

Once you have selected or added a new customer the send icons will be active. Click the text message option to send the link via text.



Then your customer will get a text with their link to your card. Some phones just show a web link, and some phones will show a preview like in the graphic below.

*When you send a customer your card, the 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.



Your customer will need to click the link to open the card in their browser. Once the card is open in the browser there will be a blinking dot on the right side of the screen. Click the dot to follow the directions to download the card to their home screen. Once the card is downloaded to their home screen it will open and look like an app!

