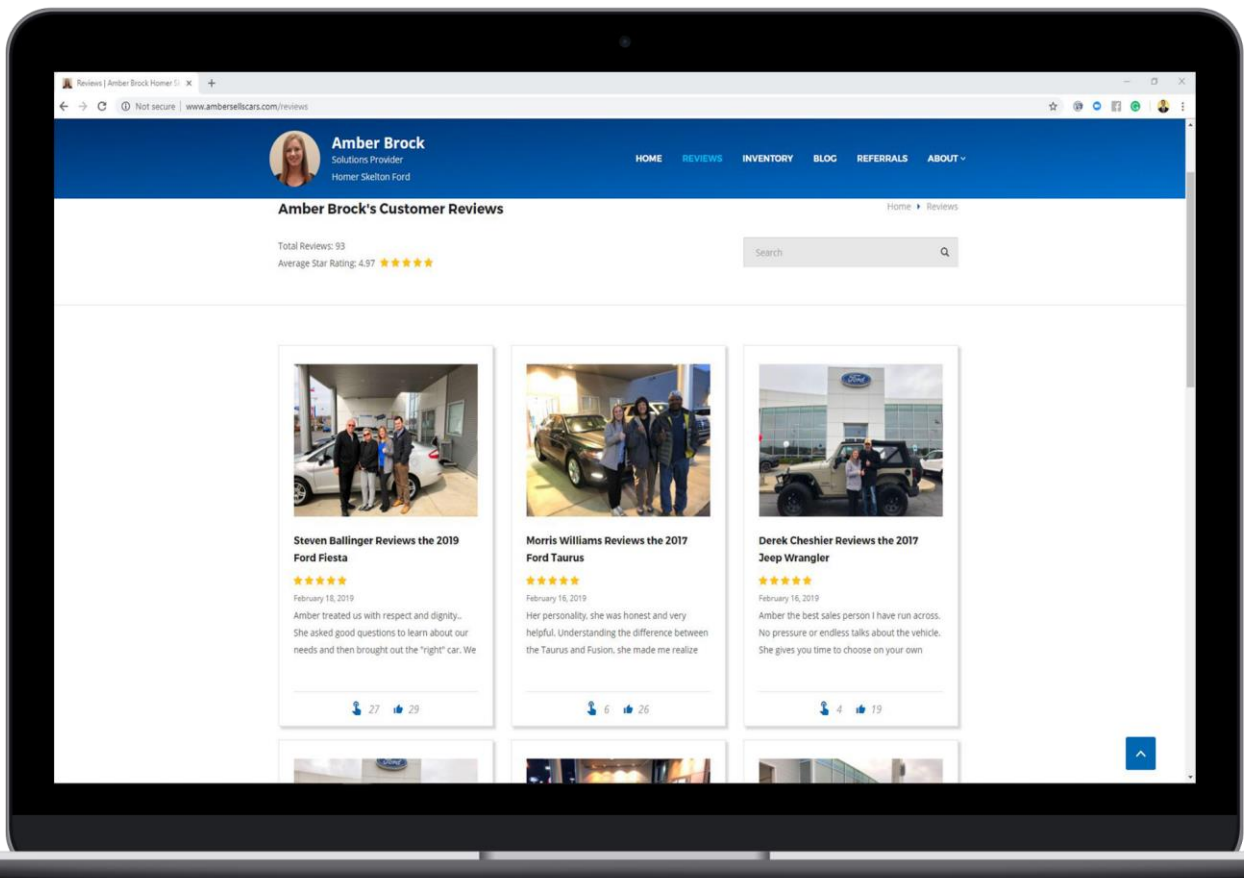




**B3 BUILD A BRAND**

# 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.

Wilmington Auto Center CDJR



Clinton Becker

Relationship Builder

Wilmington Auto Center CDJR

HOME

REVIEWS

SPECIALS

INVENTORY

RESOURCES

REFERRALS

ABOUT

Clinton Becker's Customer Reviews at Wilmington Auto Center CDJR in Wilmington, OH


Home > Reviews

Total Reviews: 1356

Average Star Rating: 4.99 ★★★★★

Search

Read what customers say about their experience with Clinton Becker at Wilmington Auto Center CDJR in Wilmington, OH



Tiffany and Grant Greely Reviews the 2022 Jeep Grand Cherokee


★★★★★

January 28, 2022

Clinton was awesome! Went above and behind to get us exactly what we wanted. Highly recommend him! Clinton helped me find the

5

0



Rhonda Wilson Reviews the 2021 Jeep Grand Cherokee L


★★★★★

January 28, 2022

Very knowledgeable and friendly. Would definitely recommend! I will buy from Clinton again!! He made things easy!

67

56



Taylor Spence Reviews the 2020 GMC Terrain


★★★★★


January 28, 2022


He is a great guy, and super friendly. Made the purchase easy and quick. This is the fastest I have ever been able to complete a purchase of

128

20







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.

3

# 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 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 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

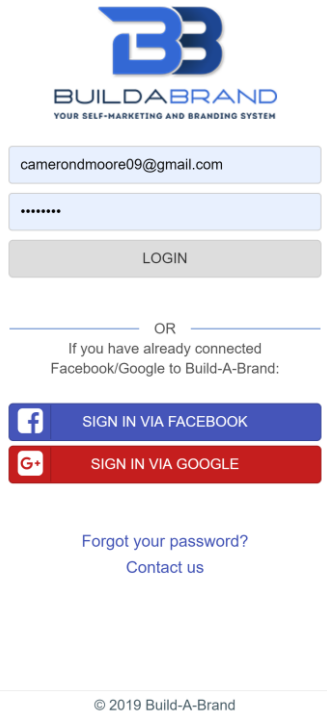
Phone Number

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 [buildabrand.me](https://buildabrand.me) and login.

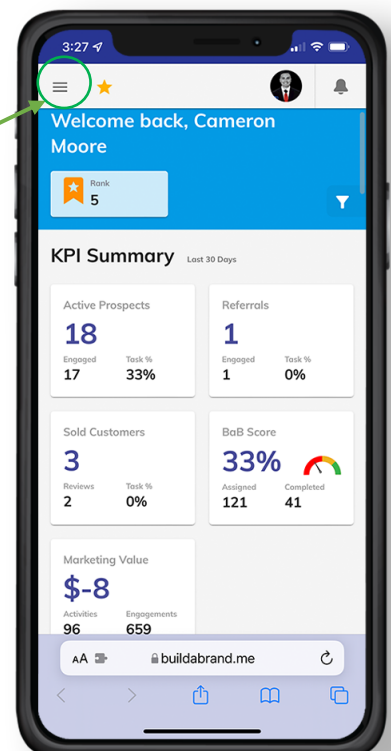


The image shows the Build-A-Brand login page. At the top is the logo with a large blue 'BB' and the text 'BUILDA BRAND YOUR SELF-MARKETING AND BRANDING SYSTEM'. Below the logo are two input fields: the first contains the email 'camerondmoore09@gmail.com' and the second contains a masked password '\*\*\*\*\*'. A green arrow points from the text 'Enter login credentials here.' to the password field. Below the input fields is a grey 'LOGIN' button. Underneath is a section with 'OR' and 'If you have already connected Facebook/Google to Build-A-Brand:'. It features two buttons: a blue 'SIGN IN VIA FACEBOOK' button and a red 'SIGN IN VIA GOOGLE' button. Below these are links for 'Forgot your password?' and 'Contact us'. At the bottom, it says '© 2019 Build-A-Brand'.

Enter login credentials here.

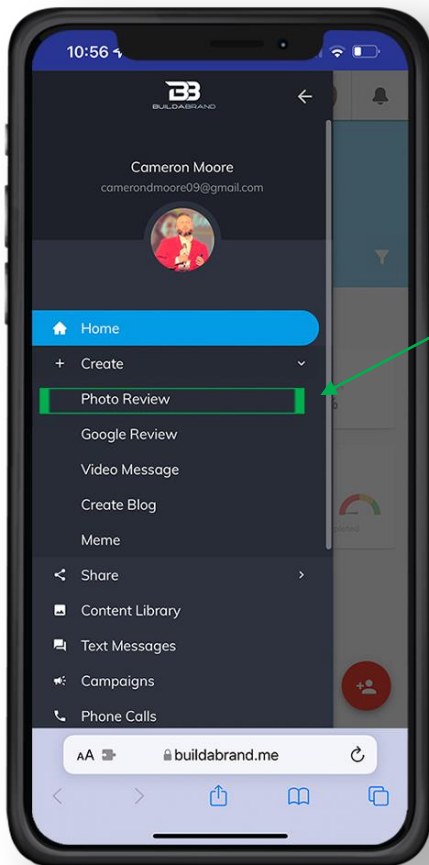
#2 Click the menu in the top left

Menu icon



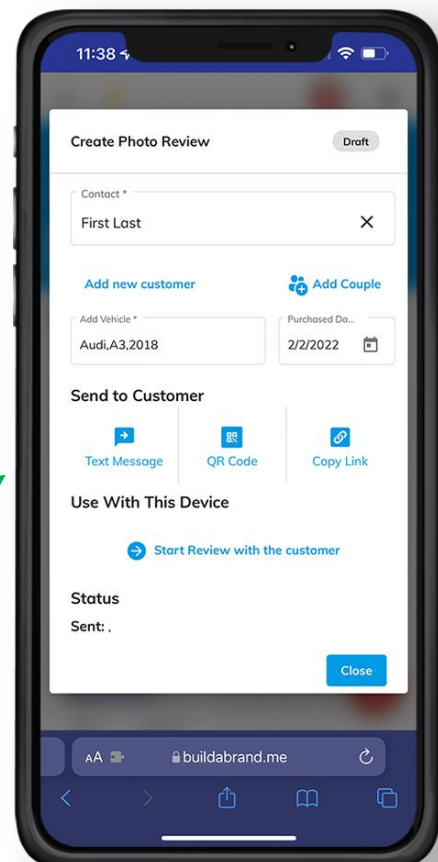
# Select or Add Customer

You can select from your 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.

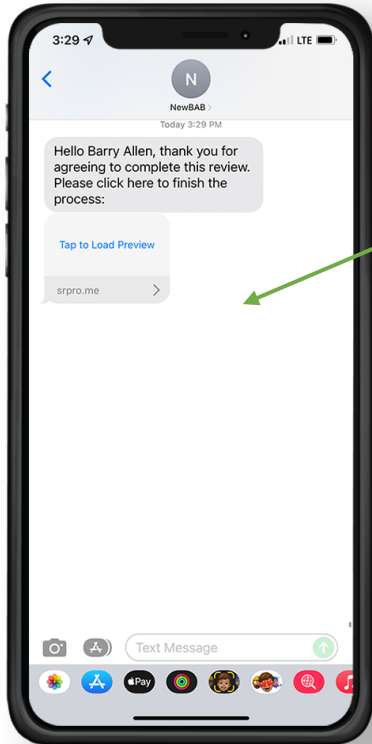


Click “Create” to see the drop-down menu. Select “Photo Review”

You can either select the customer or click add new customer. Then click add vehicle to select your customer's vehicle from your inventory. Next, click Text message to send your customer the review link.

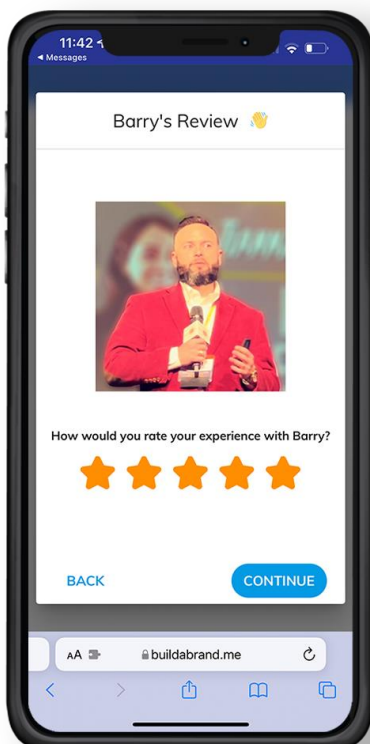
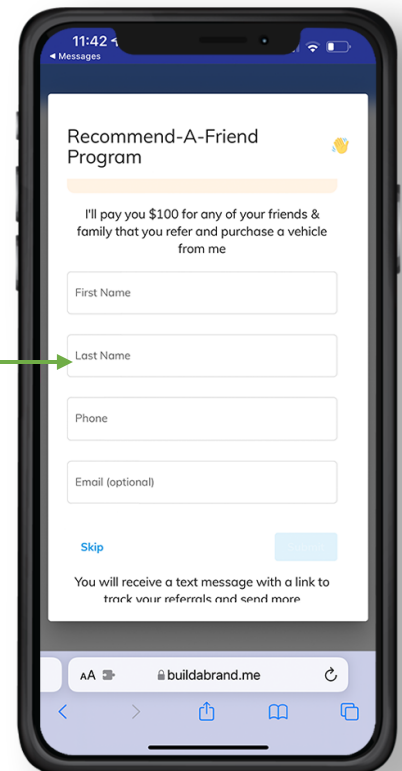


# What your customers will see



Your customer will get a text with a link to complete the review. They need to click the link.

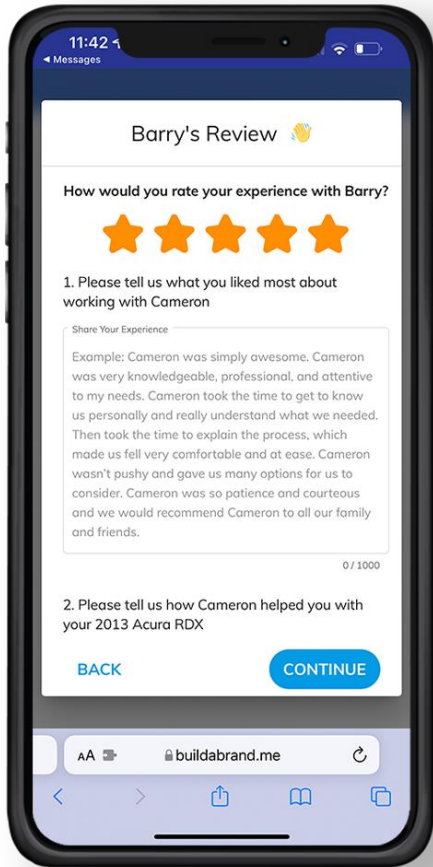
It will ask if your customer wants to submit a referral. They can skip this if they want.



Your customer then will click the stars for your review.



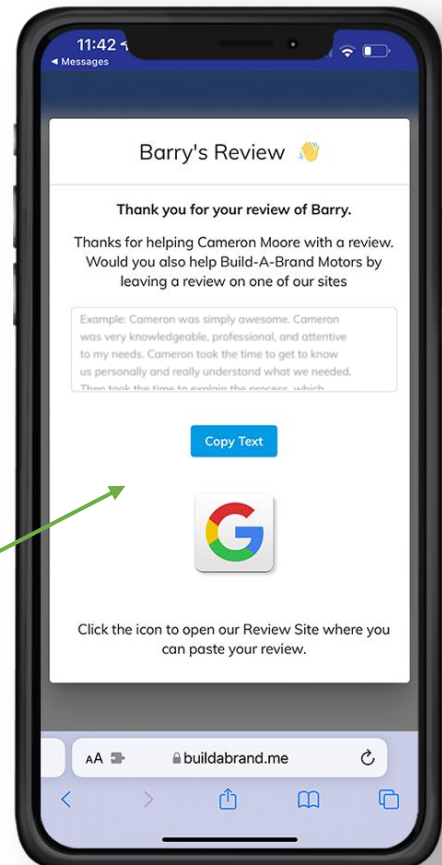
# Customer view continued



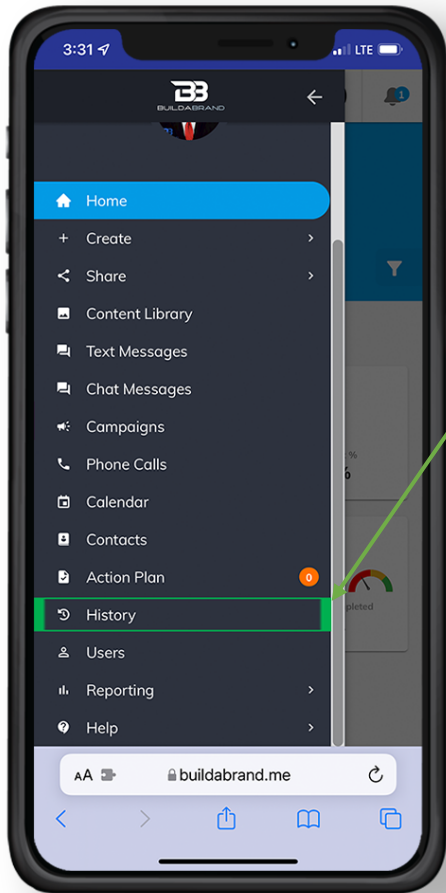
It will ask your customer 3 simple questions. Once they are finished, they click continue.

Your customer can now copy what they said in the review and click the google icon to past that review to your dealerships google reviews.

Your customer must have a Gmail account to leave a google review

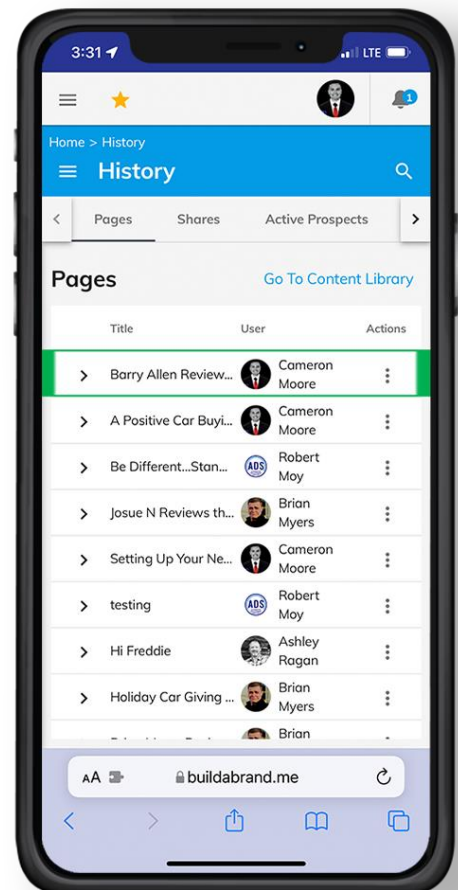


# How to complete the review

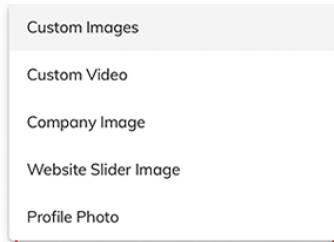
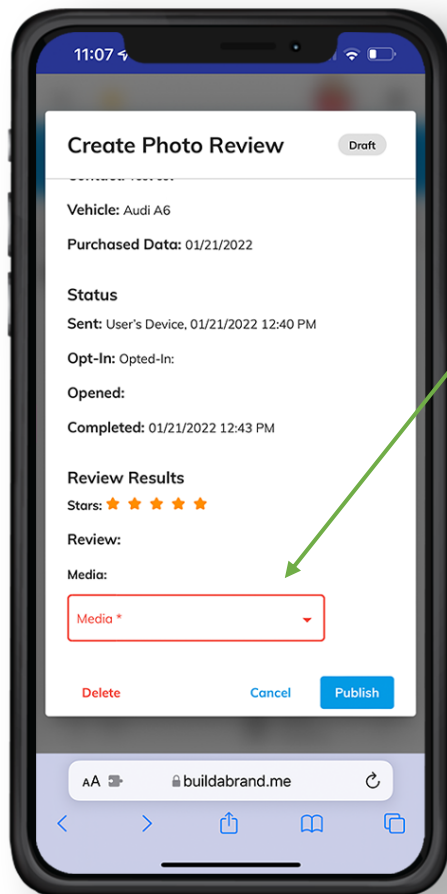


Go to your toolkit and click the menu icon. Then click history.

Select the customer review

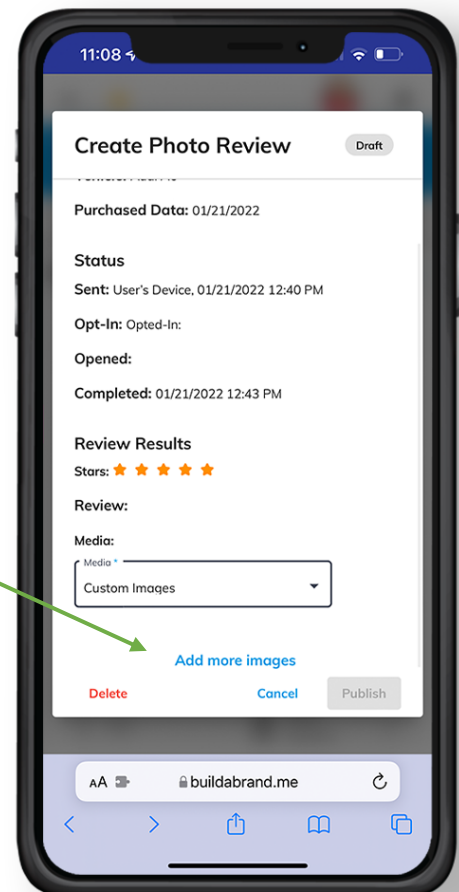


# Adding photo to review

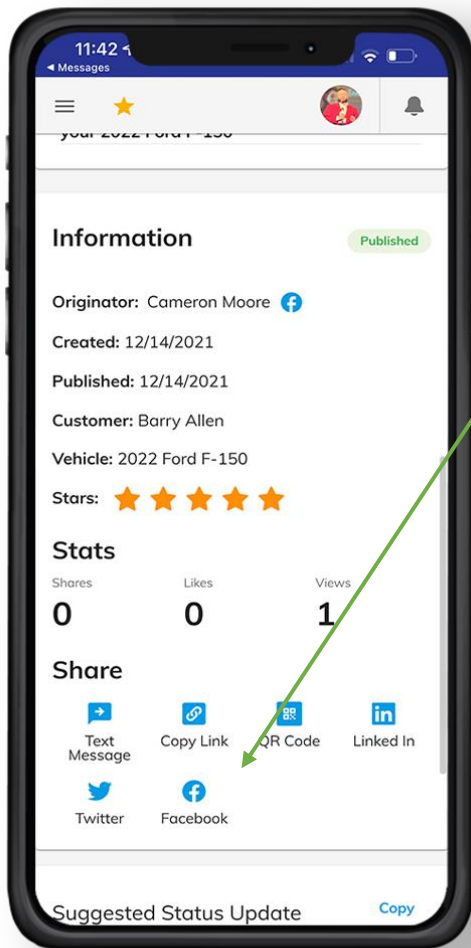


Select what kind of media you want to add for the customer review.

Click "Add more images" and find the photo in your photo library. Press publish to publish the review to your website.

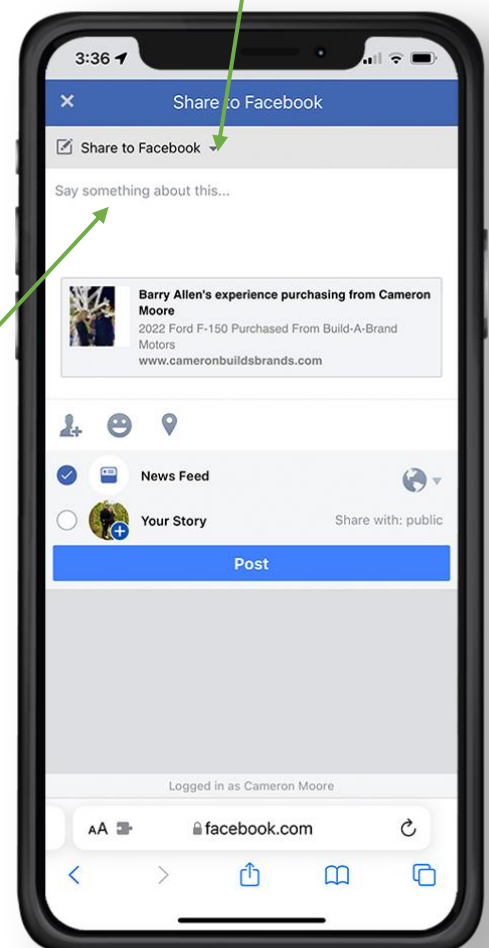


# Sharing Review to Social



Click the Facebook icon and share the review to your Facebook.

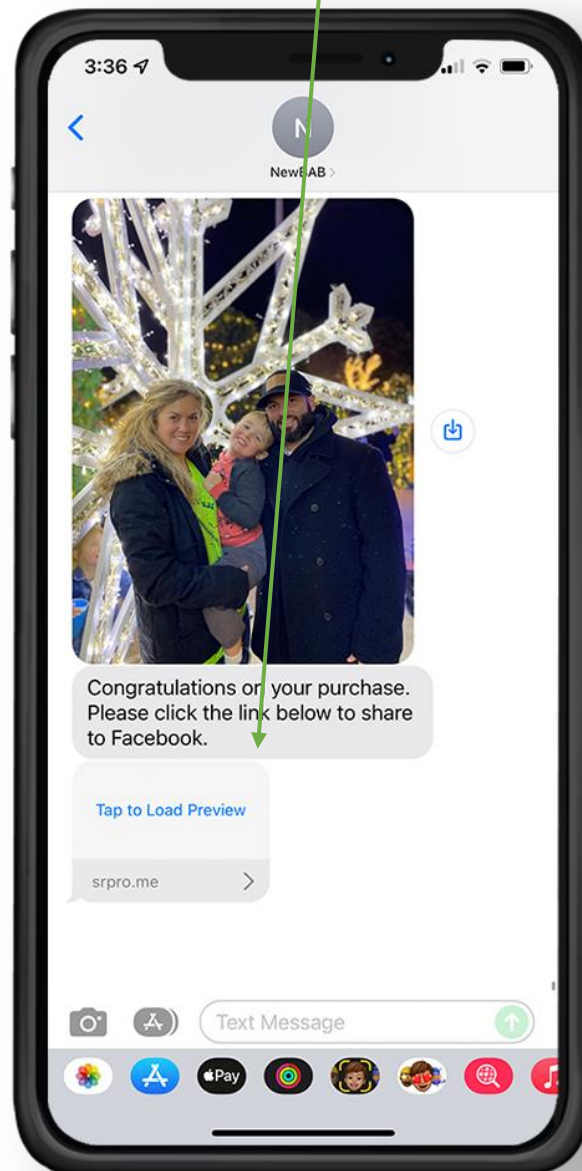
This dropdown allows you to choose if you publish to your personal page or your business page.



Make sure you build value in the body text and add a call to action for people to click the link to check out what your new customer said about their experience.

# #7 Continued

Your customer will get a text with the photo and a link asking them to share the review to their Facebook. When they click the link, it opens their Facebook and adds the link to the post. They just need to add text and press post.



# 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.