

Carfolks.com Getting Started Guide for Sales and Service Professionals

What is Carfolks?

- Carfolks.com is a place to let prospects and customer know you care about the customer relationship
- Your dealership advertises, why shouldn't you? Carfolks.com lets you build your personal brand and lets prospects know you are not a typical car salesperson or service advisor!
- Carfolks.com is where you can tell your story, build rapport, and start creating a bond of trust with your future customers
- Carfolks.com can highlight how you are part of the community
- Carfolks.com is the place your customers come to share the great experience you provided to them during the sales or service transaction
- Carfolks.com provides the proof that you are a top performer and that your clients will feel comfortable dealing with you for their next vehicle purchase or service transaction
- Carfolks.com shows everyone you are a trusted neighbor

How to get the Most out of your Carfolks.com Participation

Online shoppers know any dealer can meet or beat any legitimate price on a vehicle. Savvy consumers research the vehicle, check market prices and then look for evidence that a dealer takes care of their customers.

Evidence shows that auto buyers will travel further to buy a car, and drive past a dealership that has negative reviews and do business with a more customer focused dealer. **YOUR REPUTATION WILL IMPACT YOUR SALES VOLUME!**

Carfolks.com goal is to introduce sales people at the dealerships to the vehicle buying public on our site. If you have been in the sales arena for any time you know that people buy from people. When a prospect feels comfortable with you, and trusts you, the odds of completing a sale go way up.

Your happiest customers are the ones who feel they have been treated fairly, politely and with respect. We take that goodwill and help you get it online so others in the market will see that you provide a great buying experience for your customers. Posting information about you on Carfolks.com is the first step in building that trust. Pages for sales professionals and consumers are FREE on our site.

We want to help you put your best foot forward so here are some tips to really stand out in your market.

For Auto Retail Professionals who are already registered on Carfolks.com

The Login Process

Just enter your email address and password on Carfolks.com. Once you login click the “My Account” link at the top.

Your profile page as shown here will come up. This page allows you to update your information including email address and password.

Under **My Introduction** is where you would type your personal introduction. We recommend you type this in “Word” or some other program with a spell checker, and then just paste it into this box.

After it is written you should have a friend or co-worker proofread the profile. Please **DO NOT TYPE YOUR PROFILE IN ALL CAPS.**

If you are using our FREE page program you will be unable to post toll free numbers or embed hyperlinks in your profile. You can however post local cell phone or other local phone numbers.

Account Info | **Reviews**

Contact Info

First Name: Marc

Last Name: Dubisj

Gender: Male Female

Phone: _____

Secondary Phone: _____

Email: mark@aintgotnoemail.com

Address

Address: 123 Main Street

Address Line 2: Apt 2

City: Waukegan

Zip: 45123

State: Ohio

Change Password

New Password: _____

Confirm Password: _____

Profile Details

[View my profile](#)

My Dealership

Beartooth Ford Red Lodge LLC
116 N Broadway Ave
Red Lodge, MT 59068
[Modify](#)

Department

eCommerce Director

Profile Picture

[Modify](#)

My Introduction

My wife Kathy and I live just outside Red Lodge with our two golden retrievers, Manny and Moe. When I am not working you can find me fishing up in Blue Springs Canyon Lake. If you want to reach me directly, just call my cell phone at 570-555-1256. I'd welcome a chance to show you some of the great vehicles we have for sale here at Beartooth Ford.

Remaining: 1200

[Update](#)

What to Write About in your Introduction

- Your family (husband, wife, kids and pets) and your favorite hobbies
- Schools you attended (high school, community or traditional colleges, or vocational schools)
- Your military service if applicable
- Time in the community
- Participation with local groups like Kiwanis, Soroptimist, Rotary International, Chamber of Commerce, Habitat for Humanity, PTA, Drama Group, etc.
- Activities with faith based organizations like your local church or synagogue.
- Your sales experience, time in the industry or time at the dealership if you have been there for awhile.
- Any awards or industry recognition you have received from OEM or other training programs
- Invite them to contact you when they start the shopping process as you will be happy to give them any advice to make the process easier

For Auto Retail Professionals who are already registered on Carfolks.com

You want to be sure to show people you are not a typical car sales person so do NOT write about or use terms like:

- I will meet or beat any price
- I want to earn your business
- I have the best inventory

You want to show people you are a good neighbor. The fact that you are listed shows them you work for the dealership, so minimize the conversation about the dealership.

One of our goals is to “change the auto buying conversation” away from price. We want the consumer and your future customer to see the value you can provide to them. While price is important, you and your dealership have so much more to offer that is truly important to every customer. That’s what Carfolks.com wants to highlight for you.

Yes, they are buying a car or truck, but they are also “buying” YOU.

Let’s help you create something really worth buying.

As Jim McCann the CEO of 1-800-FLOWERS says, **“Build relationships first, do business second.”**

If you have any questions call Carfolks.com at 216-712-6712 or write to sales@carfolks.com and we will respond to your inquiry. You can also obtain additional information at www.askcarfolks.com