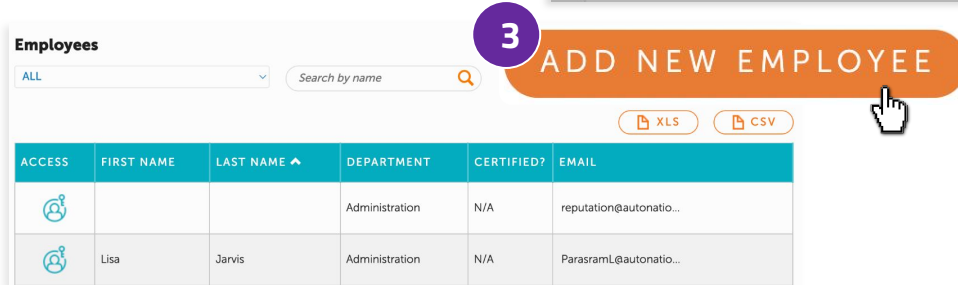
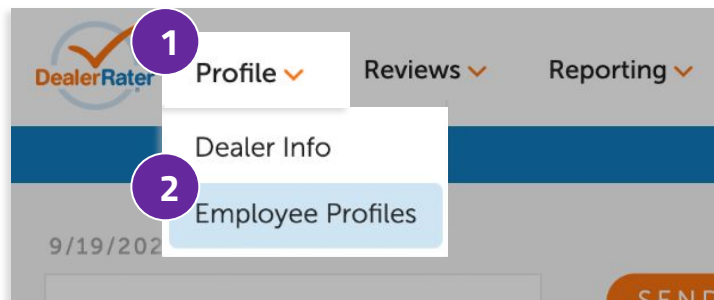


# Creating Employee Profiles

## Creating Employee Profiles

Admins can create employee profiles for their team members in the backend of the Dealer Panel.

1. Hover over Profile
2. Select Employee Profiles
3. Click Add New Employee



You'll be brought to a new screen. Ensure the Create Profile tab is selected to start. Let's begin with filling out the required fields.

- First Name
- Last Name
- Dealership Email
- Access Level
- Position

**CREATE PROFILE** | **SETTINGS**

*Employees with professional headshots get more quality leads. Make sure your photo is a closeup on a plain background.*

**UPLOAD PHOTO**

**FIRST NAME \***

**LAST NAME \***

**EMAIL \***

**POSITION \***

**ACCOUNT ACCESS \***

ADMIN  USER  NO ACCESS

**DEPARTMENT \***

Select...

# Creating Employee Profiles

When assigning an employee a user type, consider the following:

### Admin

- Highest Permissions
- Typically for Management
- Edits Dealer Profiles
- Adds New Employees
- Responds to Reviews
- Views Reporting

### User

- Basic User
- For Sales, BDR, Internet Teams, Service, Advisor
- Access to the mobile app

### No Access

- Listed as an Employee
- No Permissions to Edit

#### ACCOUNT ACCESS <sup>\*</sup>

- ADMIN
  USER
  NO ACCESS

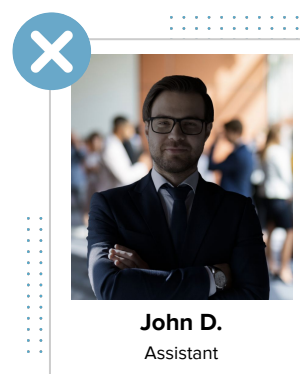
Let's move on to updating the other fields to make the employee's profile really stand out!

Start by uploading a profile picture. This will provide customers a face to the name, and is always best practice to include!

- Select **Upload Photo**
- Choose an image from your computer
- Click **Open**

Choose a picture that is professional, well lit, easy to recognize, and has a simple background.

- Bright, Forward Lighting
- Clean Background
- Professional
- Recognizable
- Smile and Be Yourself



- Dark Photo
- Back Lighting
- Busy Background
- Difficult to Recognize

# Creating Employee Profiles

Now that you've added a great headshot image, click **Add More Profile Details** to continue building out a stand out profile.

ADD MORE PROFILE DETAILS



1 AGENT ID

*What is this?*

2 GENDER

*Why are we asking this?*

3 MOBILE PHONE

*Why are we asking this?*

1. Agent ID
2. Gender
3. Mobile Phone Number

4. YouTube Link

5. How Long You've Been in the Industry

6. How Long You've Been at the Dealership

4 YOUTUBE LINK

Add a YouTube URL

5 IN INDUSTRY SINCE

Select Month

YYYY

6 AT DEALERSHIP SINCE

Select Month

YYYY

Adding a link to a personalized welcome video from your YouTube channel and adding your experience at the dealership and industry will create a sense of credibility and expertise to your profile. Shoppers will notice and trust your experience!

# Creating Employee Profiles

Next, add any specialties and training certifications you've earned. Again, to add a level of credibility to your profile for shoppers. Some shoppers might seek out help from a dealer who specializes in what they're looking for.

## SPECIALTIES AND TRAININGS

[+ ADD ANOTHER](#)

If you speak any other languages, add those here. Speakers of other languages will seek you out at the dealership and you'll make their car-buying experience easier.

## LANGUAGES SPOKEN

[+ ADD ANOTHER](#)

Add a short bio that showcases and blends some personalized detail with your car industry expertise.

## SHORT BIO

Help prospects get to know you better. Experience, hometown, family, pets, hobbies, favorite car? Give them a reason to connect with you personally.

Need Help?

[Click for ideas on how to captivate with your bio!](#)

Once you're happy with your profile, click Create User.

[CREATE USER](#)

**Questions?**

Email [help@dealerrater.com](mailto:help@dealerrater.com)

# Employee Profiles: Best Practices

Follow these 5 Best Practices to create a stand out and effective profile.

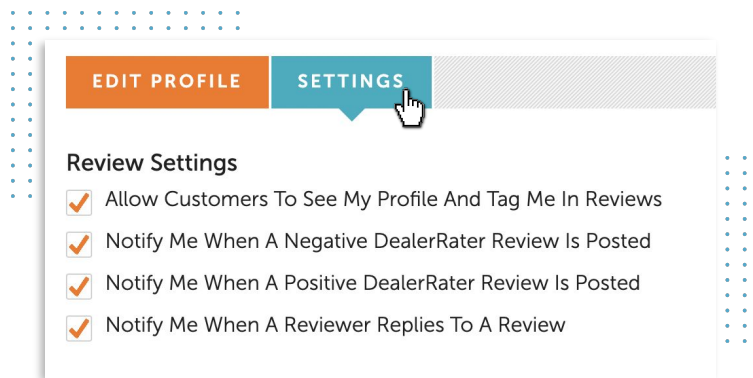
1. Adjust Notification Settings
2. Choose a Quality Photo
3. Write a Captivating Bio
3. Include a Welcome Video
4. Promote your Profile

## Adjust Notification Settings

Select the Settings tab in the profile view.

Here you can check the box to allow that the user's profile can be viewed or tagged.

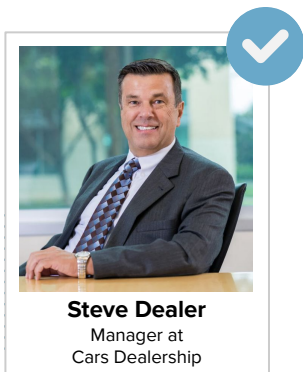
You can also adjust what type of notifications this user would receive.



Let's say you want to be notified if ever a negative review gets posted. With this box checked, you'll receive an email about the review, offering you the opportunity to approve our suggested response or edit it to address the review as you see fit.

## Choose a Quality Photo

Upload a professional headshot to your profile. This encourages more quality leads and gives shoppers a recognizable face to seek out at your dealership (and submit a review for!).



- Bright, Forward Lighting
- Clean Background
- Professional
- Recognizable
- Smile and Be Yourself



- Dark Photo
- Back Lighting
- Busy Background
- Difficult to Recognize

# Employee Profiles: Best Practices

## Write a Captivating Bio

Create a personalized, relatable message for your bio by including:

- 3-4 Sentences (keep it concise!)
- Relatable details, like your interests and hometown
- Consider how those details relate to exceptional service at your dealership!
- What is your role at the dealership?
- How long have you worked there?
- Personal quote or motto
- Contact information

## Add a Welcome Video

Let your personality shine with a video that focuses on the type of experience your shoppers will expect. This will help customers connect with your dealership in a more dynamic way, rather than just reading a static page on a screen.

### YOUTUBE LINK

*Upload a video to your dealership's YouTube channel and link out the video in your profile settings!*

- Keep your video about 30 - 60 seconds
- Use the same tactics as your headshot
- Add music or your Dealership's logo
- Make it easy to follow

## Promote your Profile

1. Bookmark the page for easy access
2. Add to Email Signatures and Social Media Bios
3. Create a QR Code
4. Add Credentials to your LinkedIn profile



## Questions?

Email [help@dealerrater.com](mailto:help@dealerrater.com)