

How to Add and Remove Salesperson Profiles

We'll walk through Salesperson profiles on Cars.com. Setting up your profiles is a helpful step for generating reviews, assigning access, and configuring notification settings.



Patrick Folsom
Sales Consultant
4.9 ★★★★★ 466 reviews
[Show reviews](#)

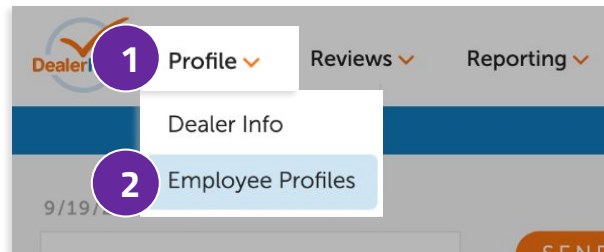
Janice Treviño
Sales Consultant
4.9 ★★★★★ 311 reviews
[Show reviews](#)

Joshua West
Sales Consultant
4.8 ★★★★★ 217 reviews
[Show reviews](#)

Creating Salesperson Profiles

First, log in to the **Cars Commerce Hub** and click on the Dealer Panel tile. This is where you will access all the reputation admin and reporting tools available for your store. From there:

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



Employees
ALL
Search by name

3

ADD NEW EMPLOYEE

XLS CSV

ACCESS	FIRST NAME	LAST NAME ^	DEPARTMENT	CERTIFIED?	EMAIL
			Administration	N/A	reputation@autonatio...
	Lisa	Jarvis	Administration	N/A	ParasramL@autonatio...

Admins can create employee profiles for their team members in the backend of the Dealer Panel. We recommend starting with your own Admin profile!

You'll be brought to a new screen. Ensure the **Create Profile** tab is selected to start. Let's start 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...

Assigning User Types

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

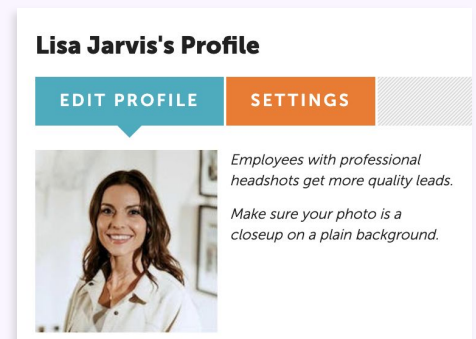
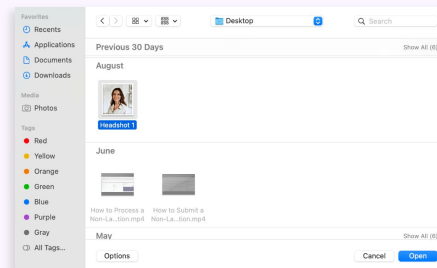
ACCOUNT ACCESS ★

☒ ADMIN ☐ USER ☐ NO ACCESS

Employee Profile Photo

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

Employee Profile Details

Next, 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?

MOBILE PHONE

Why are we asking this?

1. Agent ID

2. Gender

3. Mobile Phone Number

4. **YouTube Link:** adding a personalized welcome video from YouTube will further personalize your profile.

5. **Years Experience:** highlighting your experience at the dealership and in the industry will create a sense of credibility and expertise to your profile. Shoppers will notice and trust your experience!

4

YOUTUBE LINK

Add a YouTube URL

IN INDUSTRY SINCE

Select Month

YYYY

5

AT DEALERSHIP SINCE

Select Month

YYYY

SPECIALTIES AND TRAININGS

+ ADD ANOTHER

LANGUAGES SPOKEN

American Sign Language

+ ADD ANOTHER

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.

- Add any specialties and training certifications you've earned.
- Highlight additional languages you may be fluent in.
- Provide a short written bio to complete your profile.

When you're ready to publish the profile, click **Create User**

CREATE USER



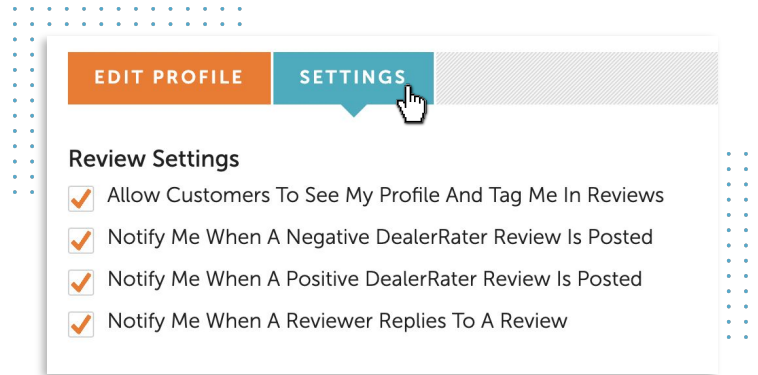
These details help build trust with shoppers, empowering them to connect with a salesperson who can address their top needs.

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.



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

Automate Review Generation To Build Top Sellers' Brands

Along with employee profiles, your Premium package includes the ability to automatically solicit and respond to reviews. These enhancements can jump-start building your team's reputations and drive even more shopper engagement for their profiles.

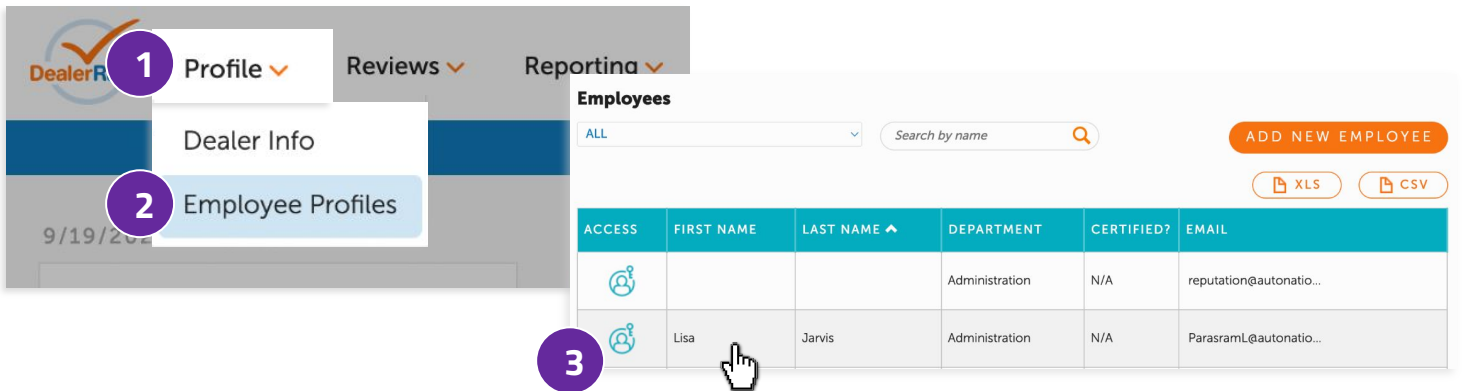
4X more positive reviews for dealers utilizing automated responses



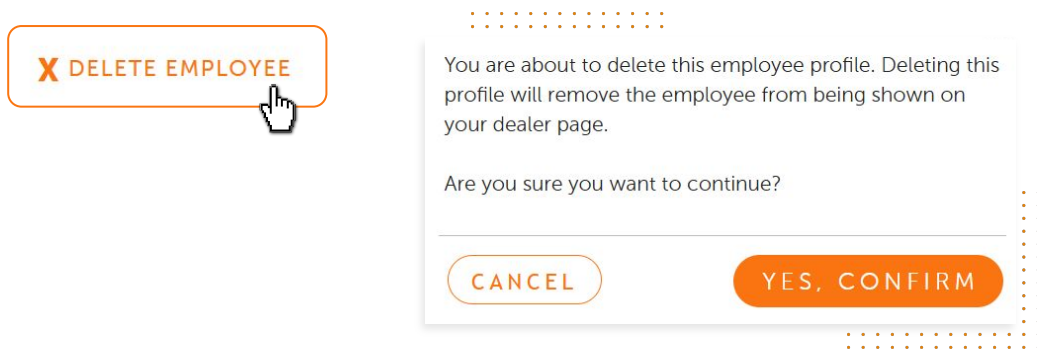
Deleting Salesperson Profiles

Now, let's say you need to delete an employee profile due to turnover at your dealership.

Navigate back to the **Profiles** page by hovering over the **Profile** tab and selecting **Employee Profiles**. Click into the name of the employee whose profile you wish to delete.



Within the employee's profile, scroll to the bottom of the screen. Click **Delete Employee** in the bottom left corner. Confirm your action by clicking **Yes, confirm**.



What Happens to Reviews?

Deleting an employee's profile won't remove any reviews they've been tagged in from your dealership's overall reviews. Those reviews stay with the dealership.

If a deleted employee later returns to your dealership, **their original profile might be reactivated by support**. However, if they go to another dealership and create a new profile there, they won't be able to reactivate or bring their old reviews with them.

Questions?
support@cars.com