



# SELLING ON REPUTATION: QUICK TIPS

## Monitor



- » **Continually monitor your reviews** on Cars.com and other reviews sites visited by car shoppers in your market
- » **Set up alerts** so that you're notified of new incoming reviews

- » **Acknowledge and reply** to all customer feedback, good and bad
- » **Correct process issues** identified by customer feedback

## Respond



## Ask



- » Strive to **deliver positive customer experiences**
- » **Train employees** to ask customers for reviews using resources like handouts and email templates

- » **Share** your dealership's positive reviews when communicating with new prospects
- » **Recognize** staff members for success with online reviews

## Promote



For more resources visit [dealers.cars.com/reviews](https://dealers.cars.com/reviews)