

How To Build An Effective Meet The Staff Page

by Michael D. Hargrove

One of the advantages of having an effective Meet The Staff page is to help prospects feel more comfortable about choosing our particular dealership for this large purchase. Another is to make our website more sticky, helping us to convert more visitors into prospects.

And just like we Google prospects before they show up for their appointment, prospects are Googling us too. Our Meet The Staff page makes this easier for them. It's also beneficial to those of our team who don't have much of a digital footprint yet.

Since the vast majority of automotive prospects do extensive research online before they make a decision, if we don't have a digital presence, we run the risk of becoming irrelevant. We all can deal with prospects who are fearful of us, or who hold salespeople in contempt, we handle this frequently. How do you handle someone who believes we are irrelevant?

For those of us who think it doesn't make a difference, I've personally had the experience of prospects telling me that they disqualified a competing dealership (this was in Los Angeles) simply because they were open until midnight, or they chose to be open on Thanksgiving. The rationale was, and I quote, "If they think that little about their OWN people, how much do you think they'll care about me and MY issues."

If a dealership won't or can't maintain an effective Meet The Staff page, it screams indifference to some prospects, and it *may* actually be better to not have one.

Here are the key elements of the most effective Meet The Staff pages in our niche:

First, the Meet The Staff page itself is really a big navigation page, where each teammate's picture is actually a link to their own profile page. Next, each profile page should include the following:

- 1) Three pictures of us, one professional and two personal, or two professional and one personal. Let them see us as regular people too! Let them see us playing with our kids, or fishing, or cooking, or playing guitar, etc.
- 2) A short bio paragraph about us professionally. This should include things like our tenure with our dealership or in the industry, professional achievements, awards, recognitions etc. and our unique promise of value (what makes us different from other salespeople).
- 3) A short bio paragraph about us personally; I'm a father of three, married 15 years, a musician, an avid cook, a tri-athlete, a fly fisherman, etc.
- 4) A link to our introduction video, which should include, among other things, our unique promise of value.
- 5) A link to our testimonial video compilation.
- 6) All of our direct contact points.

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