

Jumpstarting Your Sales Team's Social Media

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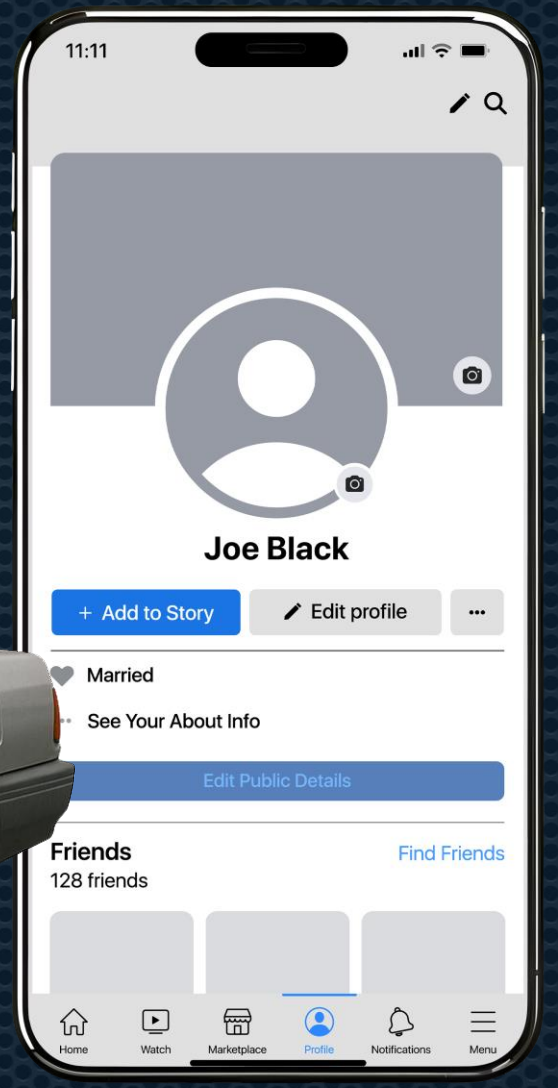
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The Broken Car Analogy

- You'd never sell this car
- But you send this salesperson online
- Same broken result expected
- Time to fix the engine





Why Sales Teams Fail Online

73%

of salespeople quit social within 90 days

$47,000

Average annual loss per rep



- It's not their fault—it's ours
- We're sending untrained drivers racing

What You'll Walk Away With

- 5-post system your team starts Monday
- Scripts that turn comments into appointments
- Warning signs tracker prevents quitting
- Week 1 action checklist ready to go



The Three Killer Problems



Strategy

No clear content strategy



Confidence

Confidence completely shot



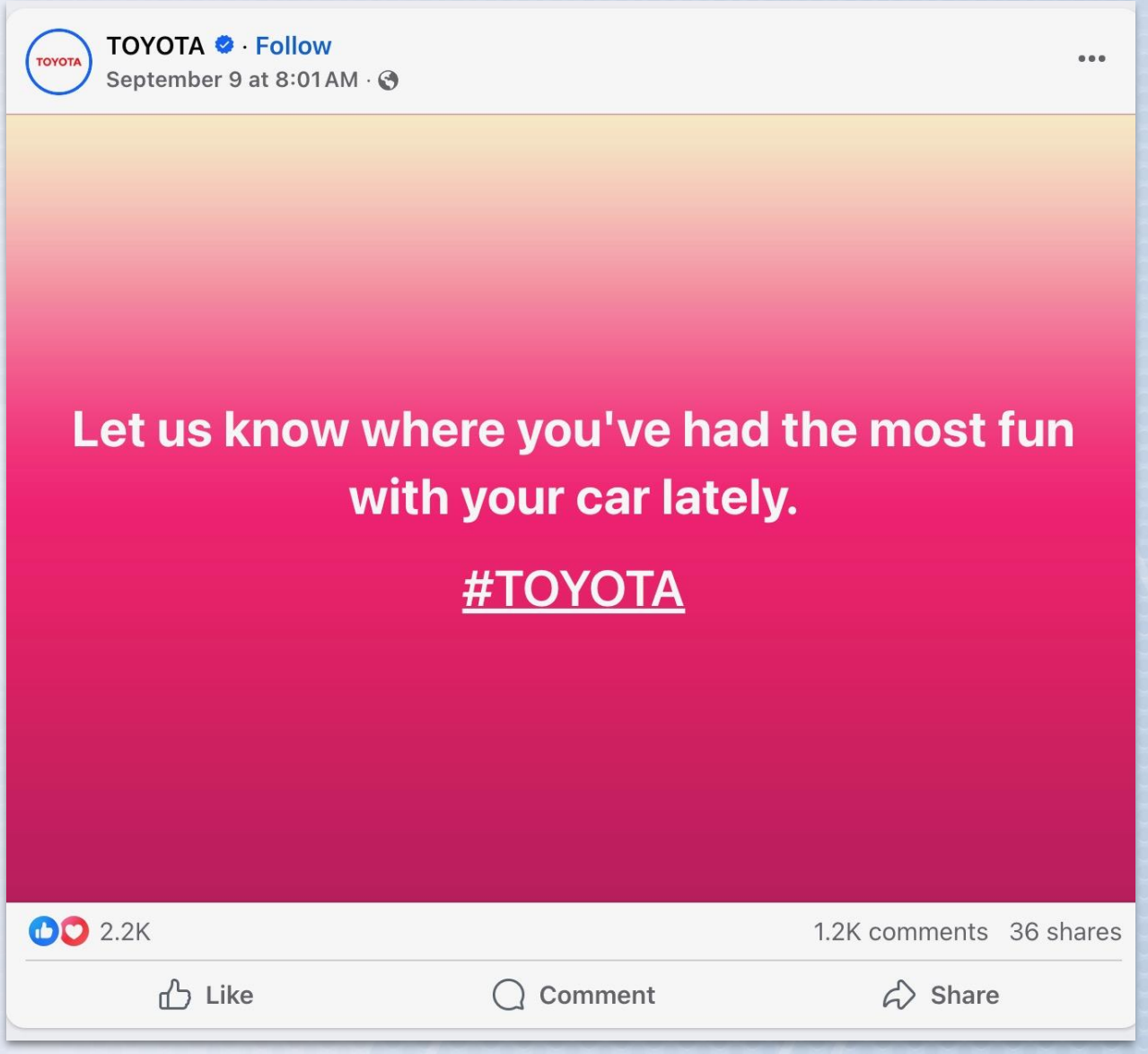
Feedback

Zero feedback or coaching

Each problem compounds the others

Content Audit

POST OR PASS?



Content Audit

POST OR PASS?

2024 Toyota Tundra Platinum

Guess below how low you think I could get the payment on this bad little toy.

It has less than 1100 miles.

#RoperKiaJoshuaStiffler
#YourAmericanPieCarGuy



Joshua Stiffler replied · 1 Reply

Chris Dix
1200

1y Like Reply

Joshua Stiffler replied · 2 Replies

Marcus Clark
How much ?

1y Like Reply

Joshua Stiffler replied · 1 Reply

David Robinson
$150/mo. on a 30 year note, right?

1y Like Reply 4

Joshua Stiffler replied · 4 Replies

Chris Winston Davenport
What's the list price?

1y Like Reply

Joshua Stiffler replied · 1 Reply

Garry Highfill
I got an 08 Honda Civic coupe I would trade you straight up.... The blue bomber gets about 30 mpg and saves a few dollars on traveling to baseball in the summer!

1y Like Reply 4

Jay Wortman
982 per month

1y Like Reply 2

Content Audit

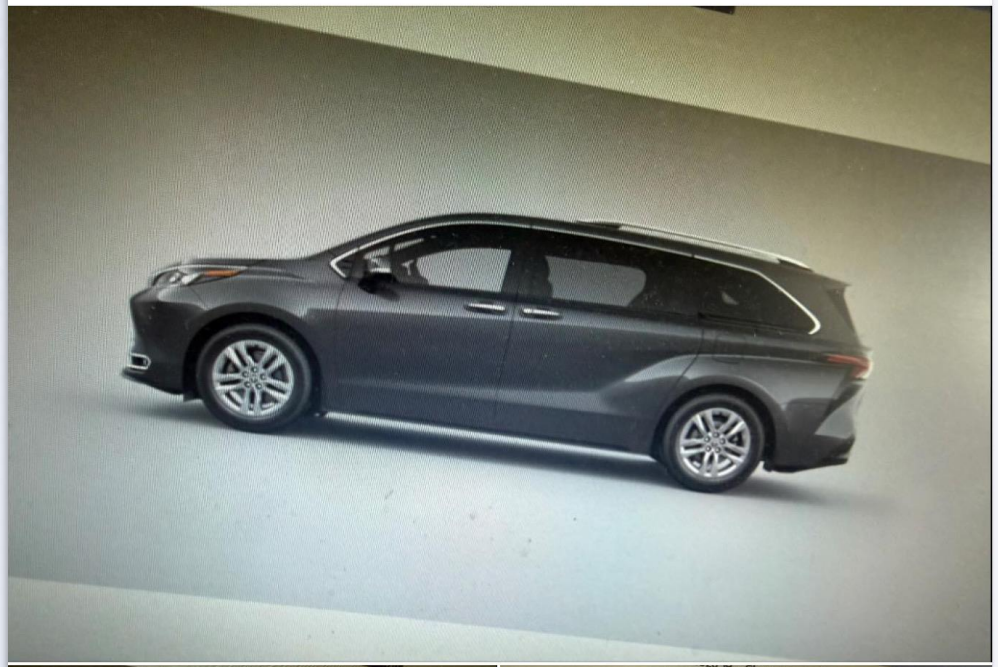
POST OR PASS?

Facebook we just had a 2025 Toyota Sienna Limited that just became available on our in transit list!🤯🤯

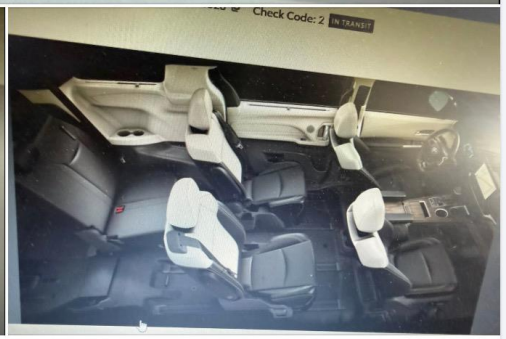
These beauties never ever ever come available contact me asap for the vehicle you need!🙇‍♂️🙇‍♂️

Also don't forget about the free Lifetime engine and powertrain warranty!👀👀

Contact me at







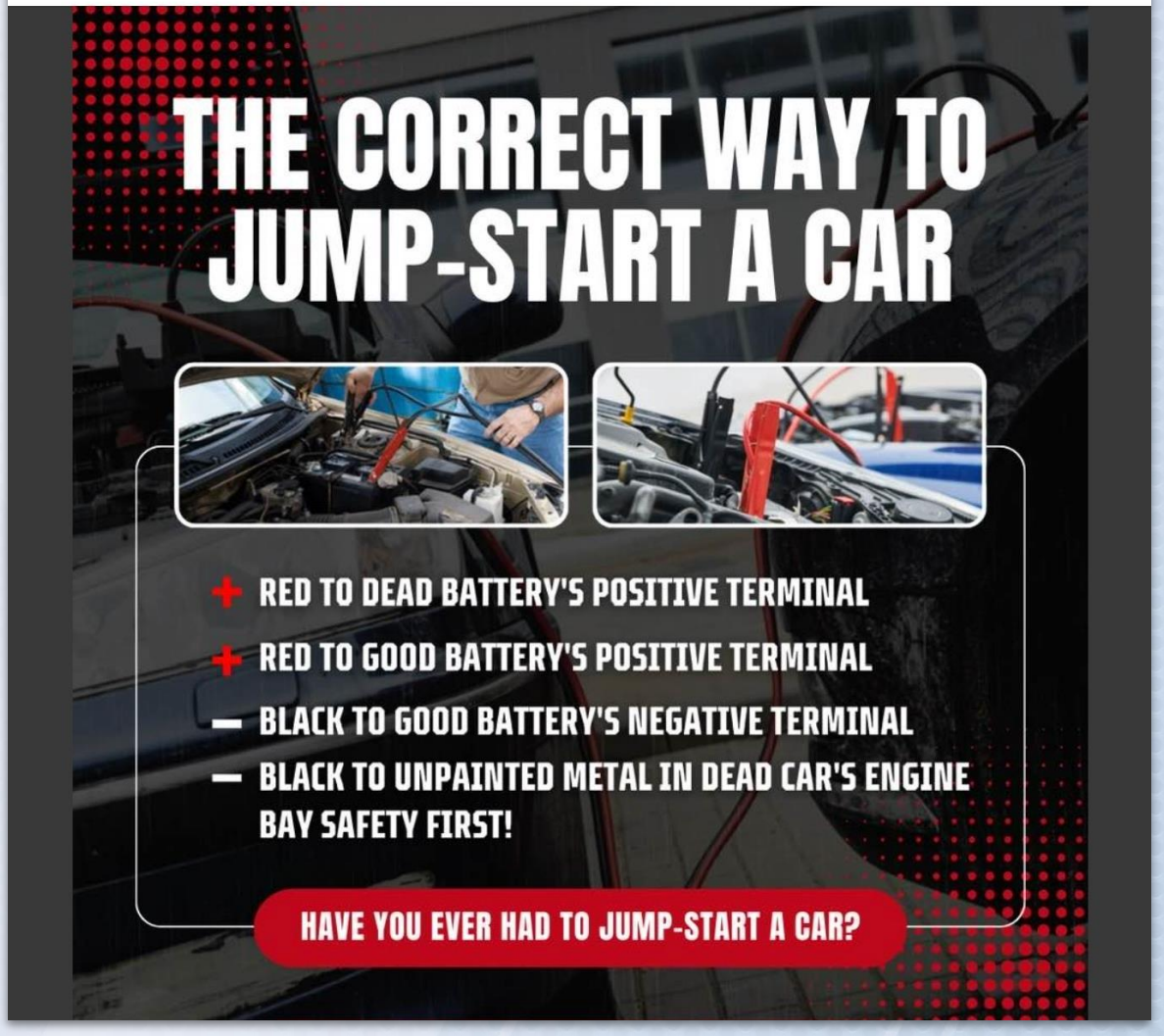
Content Audit

POST OR PASS?

Did you know there's actually a right way to jumpstart your car?

Now you do!

🔧⚡ Being stranded is no fun! Share your most memorable roadside rescue story and the emergency tips that saved the day. What's your go-to survival hack? #CarTips #RoadLife



Content Audit

POST OR PASS?



Problem 1: Strategy



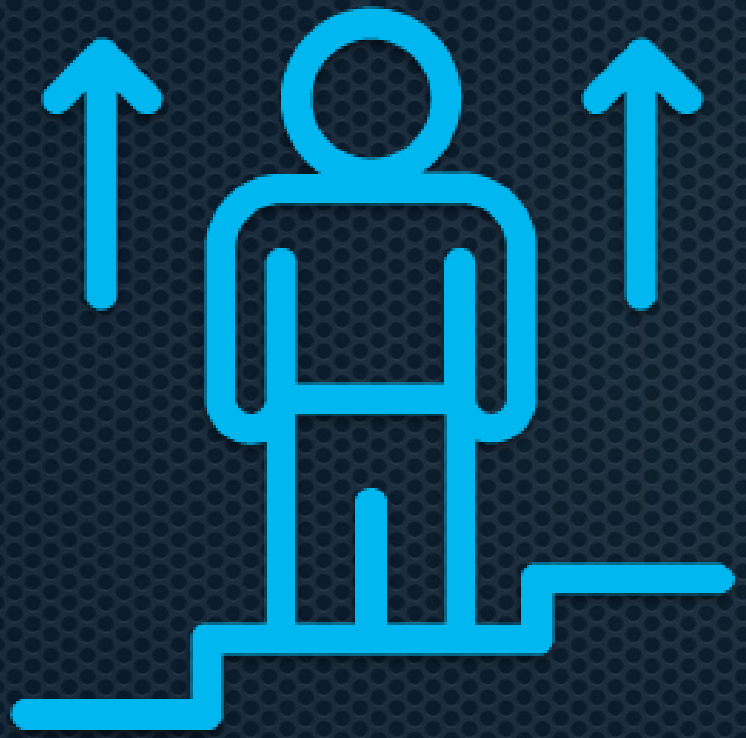
- Random posts = random results
- No consistency builds no trust
- Content without purpose fails
- Strategy creates predictable success

The Starter Pack Solution

- Rotate weekly for consistency
- Each type serves a purpose
- No more guessing what to post

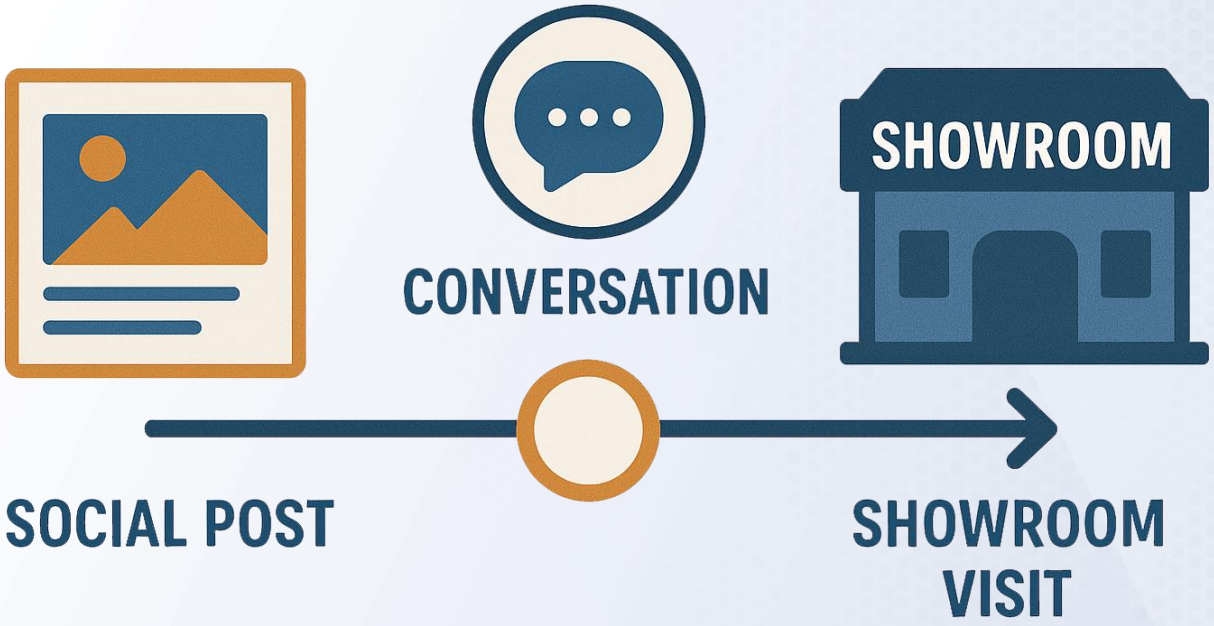


Problem 2: Confidence Crisis



- Silence kills confidence faster than criticism
- Three likes feels like failure
- They compare themselves to influencers
- Confidence drives consistency

Virtual Test Drive Method



- ***Content*** is your virtual showroom
- Every post starts a conversation
- Focus on ***engagement***, not likes
- One ***real conversation*** beats 100 likes

Content Audit

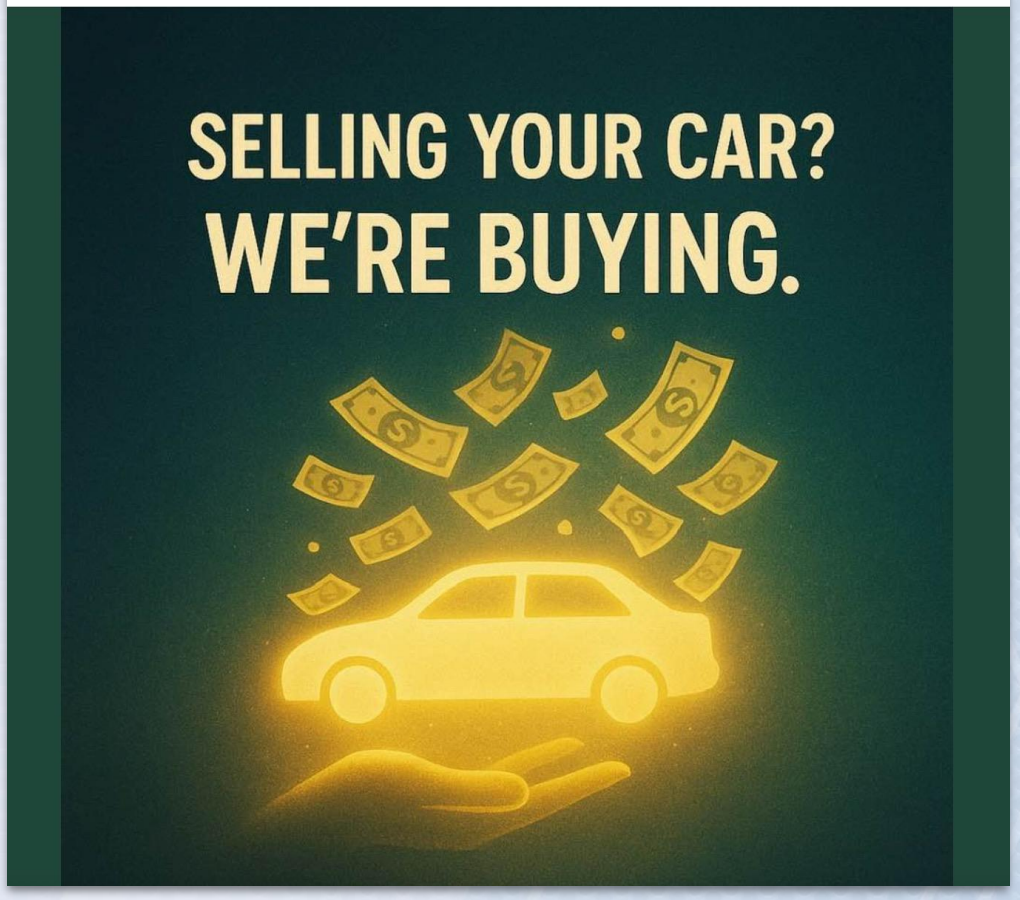
POST OR PASS?

I'm curious, why do dealerships offer you one amount if you trade your car or a completely different number if they buy it? Isn't your car worth what it's worth? Why is there a difference? I pay fair market value either way. Come see me and let's chat about what your best option is. Selling VS Trading

#tattoocarguy

[redacted]

Tired of lowball trade-in offers? We pay fair market value for your ride! Share this with someone who's car shopping! 🚗💰📈 #FairPricing



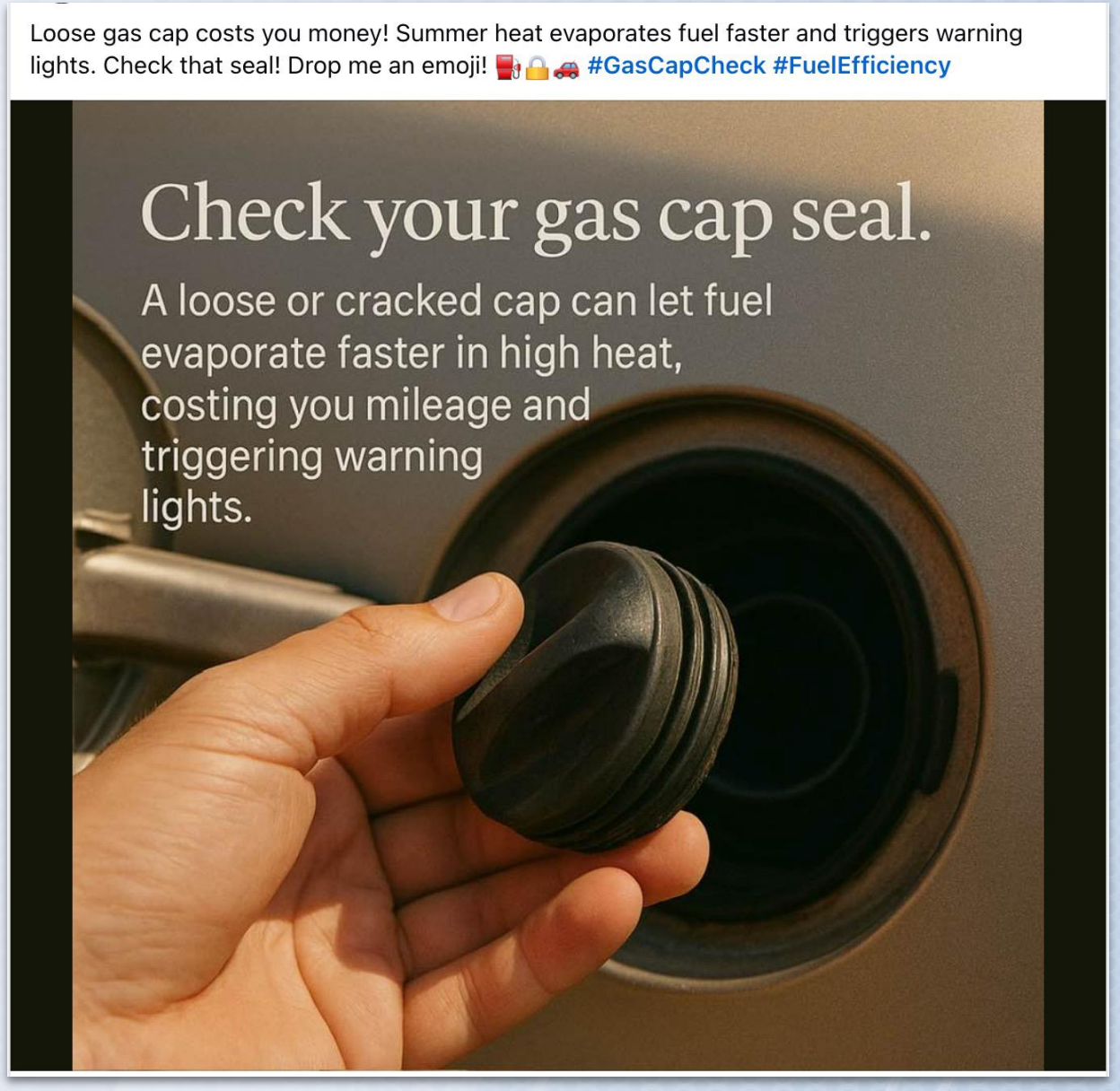
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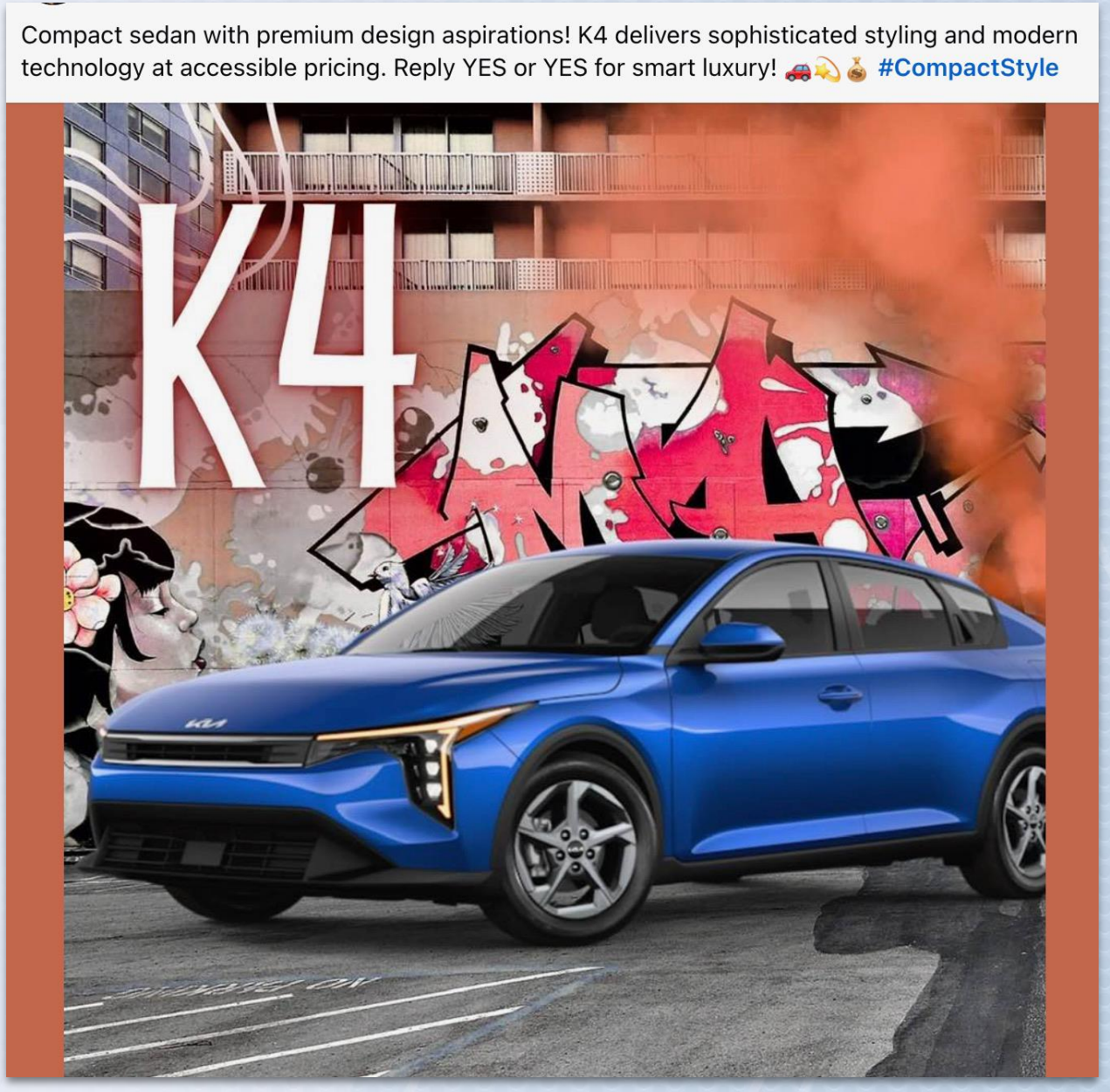
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POST OR PASS?



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POST OR PASS?



Content Audit

POST OR PASS?

2016 Hyundai Elantra
Only 64,000 miles!
Super clean, fuel-efficient, and ready to drive!
$250.00 payment!!!
WAC

See translation



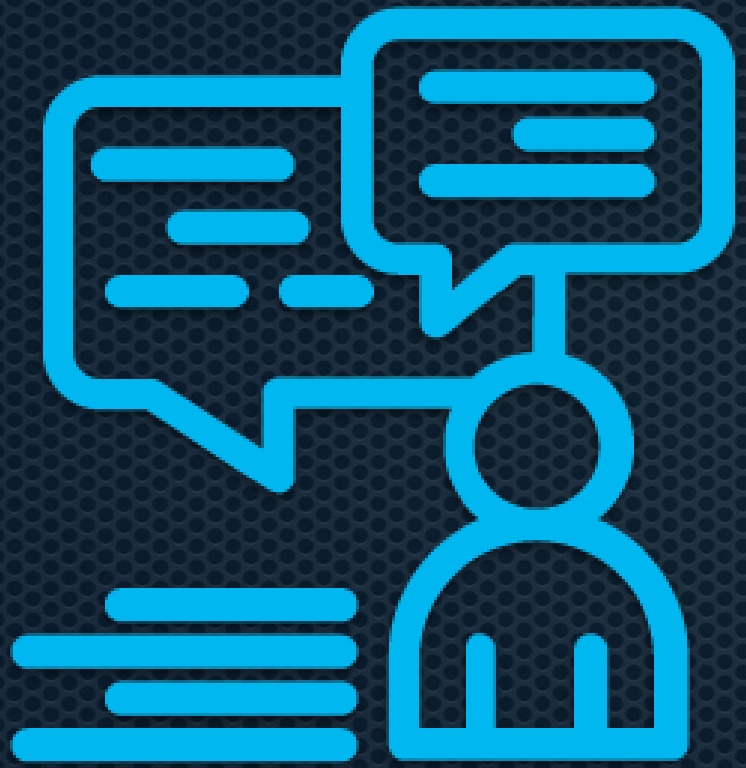
Content Audit

POST OR PASS?

30 years ago, my senior year at Saint Paul Central High School and I shared a row with late senator Paul Wellstone.



Problem 3: No Feedback Loop



- They're driving blind without data
- No coaching = no improvement
- Small course corrections prevent crashes
- Success compounds with guidance

Check Engine Light System

- Five key metrics to monitor weekly
- Early warning prevents total breakdown
- Easy green/yellow/red system
- Anyone can spot problems instantly



Success Metrics Dashboard

- **Conversations started** (leading indicator)
- **Appointments set** (sales activity)
- **Sales attributed** (bottom line impact)



Your 30-60-90 Action Plan

30 Days

- Audit current team profiles
- Implement Starter Pack rotation
- Set up Check Engine monitoring

60 Days

- Launch Virtual Test Drive training
- Establish weekly coaching sessions
- Track first success metrics

90 Days

- Optimize based on performance data
- Scale successful approaches
- Celebrate wins and course-correct

Resources & Next Steps

Scan the QR code in the handout for:

- Complete implementation toolkit
- Starter Pack templates
- Check Engine Light tracker
- Direct access to additional support



QUESTIONS?

LAS VEGAS

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