

“WOW-FACTOR” Ideas for Video

Authntk Walkaround Videos
Personalizing the Car-Buying Experience
WalkaroundVideos.com
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Sending A Second Video

 No reason to be one and done. If the customer asks about multiple vehicles, send them as many videos as they need! [See Example](#)

Picking Up On Something Personal

 Is the customer sick? Do they have kids with an upcoming sports game? Are they new to the area? Is there an anniversary? Remember something personal and mention it in your video! [See Example](#)

Brave the Elements

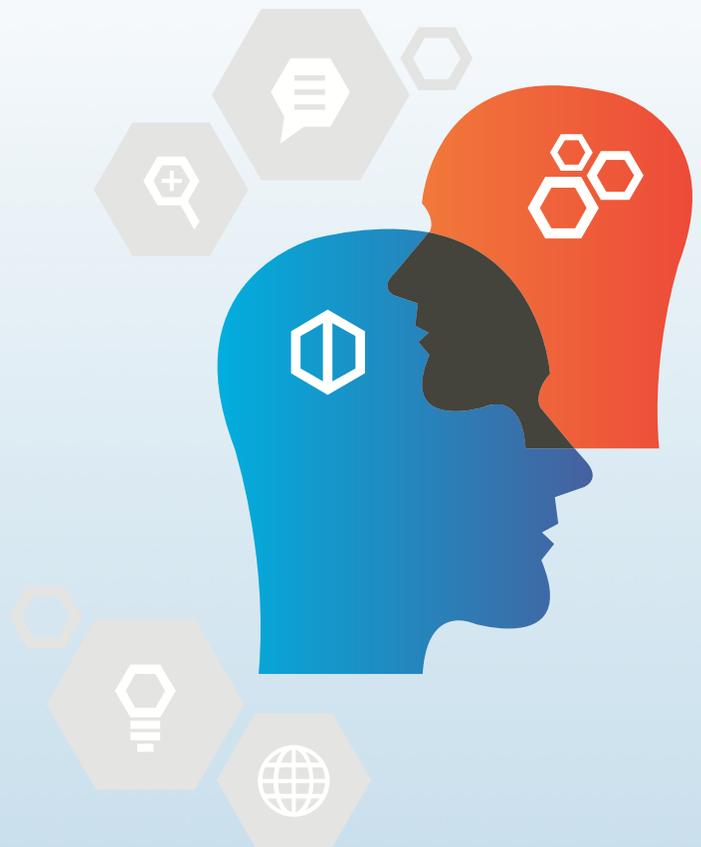
 Show the customers just how special they are by shooting video in the snow, wind, or rain! Show them you're willing to go the extra mile. [See Example](#)

Be Creative

 Let your personality shine through the video. If you like having fun, have fun in the video! Make them laugh, make them remember you! [See Example](#)

Get Excited

 Don't just go through the motions of the video. Have some excitement in your voice. If you're passionate about the video, they will be as well! [See Example](#)



 **Be Honest to a Fault**
If the vehicle is filthy, tell them it's filthy. If there are a couple dings on it, let them know. [See Example](#)

 **Personalize. Personalize. Personalize.**
“Thanks for the banana bread” - This video speaks for itself. [See Example](#)

“ Video is aiding the sales process and Authntk puts a personal touch on it for each individual customer, which includes your picture/info beside the video and a comment to go along with it. The app is very easy and convenient to use from your phone or tablet allowing a quick upload that you can do anywhere.”

Lauren Podolski, 400 Infiniti



Take Walkaround
Videos for a
[Test Drive Now!](#)