DEALERSHIP PREP CHECKLIST.

What to have ready for a filming session, and tips for staff who'll be on camera.

BEFORE THE SESSION

- [ ] Who buys and approves video is confirmed
- [ ] Any manufacturer brand rules checked
- [ ] Vehicles chosen
- [ ] Permission to film on the lot and in the service bay
- [ ] Written releases for everyone on camera
- [ ] One named approver

VEHICLES

- [ ] Washed and detailed, inside and out
- [ ] Fuelled or charged
- [ ] Parked where they can be moved
- [ ] Temporary tags and clutter removed

STAFF

- [ ] Salespeople and service contact scheduled
- [ ] Clean uniform or branded clothing
- [ ] Questions they'll answer shared in advance

ON-CAMERA TIPS

- [ ] Talk to one person, not to everyone
- [ ] Answer like you would on the floor
- [ ] Start with the answer, then explain
- [ ] Keep each answer short, one thought at a time
- [ ] It's fine to stop and start again

WHERE TO USE IT

Reels, TikTok, YouTube Shorts, vehicle listings, your website, Google Business Profile, email follow-up, showroom screens.

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NEXT STEP

roundtablemedia.ca/guides.html