



TRAINING MANUAL

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Toyota eShowroom Training Manual

This Training Manual will walk you through six features of the Toyota eShowroom to show you firsthand just how fast, intuitive and convenient the new eShowroom is.



If you have any questions regarding Toyota eShowroom, please call
1-877-DL-DAILY.



Step 1: Register on eShowroom

To begin using the site, go to eshowroom.toyota.com and follow these steps.

- 1 Go to the Login page and click the Register Now button.
- 2 On the New User Registration page, enter your SPIN or Associate ID and Dealer Number.
- 3 On the next page fill in your email, username and password.
- 4 Enter a security question and answer, then agree to the Terms & Conditions.



Confirm Information and Finalize Registration

Confirm Information

Please confirm or correct the information below. All fields are required.

SPIN ID or Associate ID

104166668699

2 ENTER YOUR SPIN

Dealership

01007

2 AND DEALER NUMBER

First Name

Last Name

Email

For message from eShowroom.

3 FILL IN YOUR EMAIL

User Name

Please enter a user name 8-30 characters long. Alphanumeric characters only.

Password

Passwords must be at least 8 characters with one letter and one number. Passwords are case sensitive.

3 AND PASSWORD

Confirm Password

Security Question

For retrieving a lost user name or password.

SELECT A QUESTION

4 SECURITY QUESTION

Answer

Terms and Conditions

attempt in good faith to resolve any such controversy or claim by mediation before and in compliance with the rules established by any mutually acceptable alternative dispute resolution organization, including, but not limited to, the CPR Institute for Dispute Resolution ("CPR"), JAMS, or what is commonly referred to as Rent-a-Judge. The selection of an organization shall be made within ten (10) business days after notification from one of us to the other of a desire to mediate a dispute. If an organization/judge and applicable rules have not been agreed upon within such ten-day period, then the dispute shall be mediated in accordance with the CPR Mediation Procedure, and a single mediator will be chosen by CPR. If the Dealer and Toyota are



Step 2: Complete Your Profile

Your profile is like your trading card. Introduce yourself to your colleagues by adding a picture of yourself, highlighting your vehicle expertise or sharing an inspirational quote. **Complete your profile** so that anyone who views your profile can learn more about you.

- 1 From the home page, go to the About page and write a description of yourself.
- 2 Paste your favorite car quote into the About page.
- 3 From the left navigation, select Account Settings.
- 4 Click Upload a Photo.

TOYOTA eSHOWROOM

Vince My Stuff 12 27 3

SEARCH Products Skills

Vince Ramirez
Sales Consultant since 2011
Toyota of Kirkland

SEND A MESSAGE

32 VIDEOS WATCHED / 50 ARTICLES READ / 12 NOTEBOOKS SHARED

Recent Accolades
View all badges

- THE NAVIGATOR
- 2013 AVALON ENTHUSIAST

PROFILE

- Recent Activity
- About
- Notebooks
- Account Settings

TOYOTA OF KIRKLAND

About ① **WRITE A DESCRIPTION OF YOURSELF**

I started at Toyota of Kirkland in June 2011 after earning my bachelors in sales and marketing. I've been into cars and racing since I was a kid. Remember that movie The Gumball Rally with the Ferrari Daytona? That got me hooked. The Daytona's my dream car, but in the meantime I'm loving the handling of my R4V4—especially when I'm heading up to Stevens Pass for some snowboarding.

Favorite Car Quote ② **YOUR FAVORITE CAR QUOTE**

"And now my friend, the first is the most important."

32 / 50 / 12

My Vehicles

- 2012 Camry
- 2012 Highlander
- 2012 Tundra

Notebooks I Follow

- Entune
- Delivery Tips

Account Settings ③ **SELECT ACCOUNT SETTINGS**

Email Address
This email will be used to receive messages and notifications as well as to share information with customers.

Vince.Ramirez@toyotaofkirkland.com

Password
CHANGE PASSWORD

Notifications
Receive an email notification for the following:

- When someone shares an article with me
- When someone sends me a direct message

Photo

④ **CLICK UPLOAD A PHOTO**

UPLOAD A PHOTO

DELETE PHOTO

2012 Highlander

2012 Tundra

Notebooks I Follow

- Entune
- Delivery Tips



Step 3:

Become a Vehicle Authority

Choose a vehicle and dig right in. eShowroom has a wealth of information about each vehicle, and articles are always being updated so you have the most current information. To complete this step, simply **view the vehicle section and read one article.**

What is an article? Articles are what you've been used to viewing as hot sheets, edge sheets and the what's new. You now get all the same great information in a web article. You'll see that we have a range of great articles covering editorial, product information, videos, and more.

- 1 From the top navigation, select Products.
- 2 Review a vehicle, such as the Prius V.
- 3 Browse the resources page for that vehicle and read one of the many articles.

Products
1 SELECT PRODUCTS

Prius V 2012

2 REVIEW A VEHICLE
UNSUBSCRIBE
Other Model Years: 2012

Overview
Features
Options & Packages
Specifications
Awards
3 READ ONE ARTICLE
Resources

Key Selling Points
Trims & Colors
Quick Facts
Awards & Reviews

Key Selling Points

⊖

Building on the Prius legacy is Prius v. The v stands for versatile. Versatile means room similar to that of a RAV4. Versatile means as easy to drive as a small sedan. Versatile means having capability, fuel economy and nimble size all in one vehicle. It could only be Prius v.

1 Spacious Seating

The extended roofline especially benefits rear head room, and it opens up the interior for a feeling of spaciousness. Rear seats slide up and back so owners can fine-tune the seating and cargo spaces.

2 Impressive Cargo Capability

Prius v has cargo-carrying space to rival SUVs. It boasts up to 34 cubic feet of cargo room with the sliding rear seats slid forward.1 It's perfect for busy families and weekend getaways to the mountains.

3 Fresh Interior Design

Prius v has an all-new dash design with innovative features, such as single-knob HVAC (climate control) and a center stack that visually flows into the center console. The displays and readouts have been reorganized for enhanced clarity.

4 New Generation Audio

Prius v introduces a new generation of audio systems with Toyota Entune®2. These state-of-the-art systems feature downloadable apps that will enable a driver to expand the capabilities and usefulness of the system.


5 Traditional Prius Virtues

Prius v is part of the Prius family, so it comes standard with traditional Prius virtues. Among these are great fuel economy, a sterling reputation for reliability, advanced technology features (such as the available panorama moonroof) and the confidence that comes from Toyota's leadership position in hybrids.

FEATURES
⊖

Trims & Colors

⊖


>

Toyota eShowroom Training Manual 9




Step 4: Create a Notebook

A Notebook is a great way to collect vehicle data and articles on related topics. You can **make a notebook** for anything; be the expert on “Entune” or “2013 Venza” for easy retrieval and sharing.

- 1 From underneath your profile photo, select Notebooks.
- 2 Under your black profile box, select the Create a Notebook button.
- 3 Follow the instructions to add content to your Notebook.

TOYOTA eSHOWROOM Vince My Stuff 12 9

SEARCH Products Skills



Vince Ramirez
Sales Consultant since 2011
Toyota of Kirkland

SEND A MESSAGE

32 VIDEOS WATCHED / **50** ARTICLES READ / **12** NOTEBOOKS SHARED

Recent Accolades
View all badges

- 🏆 CAMRY ENTHUSIAST
- 🌟 ENTUNE EXPERT

PROFILE

Recent Activity

About

Notebooks 1 SELECT NOTEBOOKS

Account Settings

Notebooks (6) CREATE A NOTEBOOK 2 CREATE A NOTEBOOK

Favorites Last Updated Jan 12, 2012.

Optional Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nisi, luctus nec mattis id, luctus luctus leo.

30 items | Private

Delivery Tips Last Updated Jan 12, 2012 UNFOLLOW

Created by **University of Toyota**
Useful articles and videos on how to best deliver a car to a customer.

8 items | 31 Followers

Camry 12 Last Updated Nov 24, 2011 UNFOLLOW

1 update since March 1, 2012

Created by **Derek Jones**
Optional Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nisi, luctus nec mattis id, luctus luctus leo. Class aptent taciti sociosqu ad litora.

8 items | 31 Followers

Highlander 12 Last Updated Jan 12, 2012

Optional Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nisi, luctus nec mattis id, luctus luctus leo.

23 items | 93 Followers | Private

Entune Training Last Updated Jan 12, 2012 UNFOLLOW


Created by **Derek Jones**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

8 items | 31 Followers

Toyota Safety Last Updated Nov 24, 2011 UNFOLLOW


Created by **University of Toyota**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nisi, luctus nec mattis id, luctus luctus leo.

TOYOTA OF KIRKLAND



Dealership Page

PORTLAND REGION



Regional Page

Notebooks I Follow

- Entune
- Delivery Tips




Step 5: **Get to Know Entune**

Our suite of technology products is sure to be a hot topic among customers. Be ready for any question by **reading and rating three articles, including videos.**


- 1** From the featured articles module on the home page, product pages or the skills section, select and read three articles or videos.
- 2** Rate articles or videos in the comments section beneath the articles or videos.

SEARCH Products Skills




Vince Ramirez
Sales Consultant since 2011
Toyota of Kirkland


Featured Articles 1 READ THREE ARTICLES OR VIDEOS



View the photo gallery of the 2012 Toyota Camry.



2012 Camry Roadside Protection



Prius V How-to Video Collection

NEWS & ACTIVITY


- Recent News
- My Dealership
TOYOTA OF KIRKLAND
- My Region
PORTLAND
- Messages** 2
- Reminders 1

NOTEBOOKS

- View All
- Favorites
- Delivery Tips
- Camry 12
- Highlander 12
- Entune


Messages

Inbox (2) Sent




Tony Hatch Mar 25, 2012

Lorem ipsum deni est alles purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla...



Ryan von Dekker Mar 24, 2012

Lorem ipsum deni est alles purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla...




Derek Jones
Regional Training Manager Mar 23, 2012

Lorem ipsum deni est alles purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus.

Lorem ipsum deni est alles purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus. Lorem ipsum deni est alles purot excepto ipsum dolor.

My Vehicles

- 2012 Camry
- 2012 Highlander
- 2012 Tundra



Toyota Social Meida Knowledge Center

Learn how to leverage social media to gain new customers, earn trust and manage your dealership's reputation.

GET STARTED

Tip: Sharing Notebooks

entune Overview SAVE TO NOTEBOOK   

DECEMBER 2012



entune Overview

Entune® is a collection of popular mobile applications and data services that are now accessible right from inside your Toyota. Now you can stay connected, no matter where you are. Toyota's revolutionary in-car technology

USAGE
For internal purposes only.

RATING ★★★★☆

2 RATE ARTICLES OR VIDEOS



Step 6: Amp Up Your Sales Skills

With so much information at their fingertips, customers are sharp—be sure your skills are too. **Read and rate five selling skills articles**, and you will complete the final step.

- 1 From the top bar, select Skills.
- 2 Scroll down to selling topics.
- 3 Read related articles in the right column, for a total of five articles.
- 4 Rate articles in the comments section beneath the articles.

SEARCH

Products

Skills **1 SELECT SKILLS**

Skills

Sharpen your customer selling skills. Maecenas selling vehicles or features, tortor nulla, rutrum vel fermentum eu, dictum sit amet turpis. Vestibulum aliquet blandit tortor, eu eleifend diam.

Toyota Quality



Toyota's commitment to a world class, quality automobile is entrenched in the entire manufacturing philosophy. From the development stages to manufacturing a product, the quest for superior quality is evident. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Selling



The University of Toyota has created a comprehensive set of education and training tools to help you get started in your job as a Toyota Sales Consultant. In addition to Toyota Certification, these resources can help you build your career. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Initiatives & Promotions

Learn about special promotions and initiatives as we roll them out in dealerships. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SEARCH TOPIC

Ideas for Good



Jan 31, 2012
HOTSHEET
★★★★☆

Walk-Around Presentation

How to effectively present Toyota vehicles a nostrud exercitation ullamco laboris nisi ut occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

SEARCH TOPIC

3 READ AND RATE FIVE ARTICLES

Presentation Basics



Jan 31, 2012
ARTICLE
★★★★☆

Delivery

How to make sure you give a successful, quality delivery. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Delivery: Meeting Leader Guide for Vehicle Delivery Essentials

Jan 31, 2012
HOTSHEET ★★★★★



Congratulations!

The features you've used are just a small sampling of what Toyota eShowroom has to offer. We hope you'll continue to explore the Training Manual and all the exciting new tools at your fingertips.



Keep exploring Toyota eShowroom

Want to get better acquainted with eShowroom? Here are some features we think you'll find especially useful in learning about vehicles, searching for information and communicating with your customers.



Home Page

Think of your home page as your own personal information center. See what's new and important all in one place. If you've been on a social network, the eShowroom home page will look familiar. From here, you'll quickly be able to view your newsfeed, notebooks, subscriptions, alerts, suggestions and more.








The screenshot displays the Toyota eShowroom home page interface. At the top, there is a navigation bar with the Toyota logo, the text 'eSHOWROOM', and a user profile for 'Vince My Stuff' with notification icons for messages (12) and alerts (3). Below the navigation bar is a search bar and two menu items: 'Products' and 'Skills'. The main content area is divided into several sections:

- Featured Article:** A large profile picture of Vince Ramirez is on the left. To the right, there are three featured articles with images: 'View the photo gallery of the 2012 Toyota Camry', '2012 Camry Roadside Protection', and 'Prius V How-to Video Collection'.
- Recent News:** A news item from the 'University of Toyota' dated 'Mar 24, 2012'. The article text reads: 'The 2012 Masters Certification will become available in Summer 2012. Further information will be provided closer to the release date. In the meantime, the 2012 Certification & Course Catalog provides details on what is required to become master certified.' Below the text is a link for '2012 Certification and Course Catalog ARTICLE'.
- My Vehicles:** A list of vehicles: '2012 Camry', '2012 Highlander', and '2012 Tundra'.
- Left Sidebar (Vince Ramirez):**
 - NEWS & ACTIVITY:** Includes 'Recent News', 'My Dealership TOYOTA OF KIRKLAND', 'My Region PORTLAND', 'Messages 2', and 'Reminders 1'.
 - NOTEBOOKS:** Includes a 'View All' link.
- Bottom Right:** A 'GET STARTED' button and a 'Toyota Social Media Knowledge Center' section with the text 'Learn how to leverage social media to gain new customers,'.


Subscriptions


Want to stay up-to-date on certain vehicles? Simply subscribe to a product: just go to the Product Detail page you want and select the Subscribe button. The content will be added to your home page under Subscriptions and your vehicles list.

View All	 Derek Jones Regional Training Manager Mar 23, 2012
Favorites	
Delivery Tips	
Camry 12	
Highlander 12	
Entune	
 SUBSCRIPTIONS	 Derek Jones Regional Training Manager Mar 23, 2012
Camry 1	
Highlander 3	
 SUGGESTIONS	Watch the video highlighting the Prius c with resident product training expert, Dave Lee.  North American International Auto Show in Detroit VIDEO (4m37s) Resident training expert, Dave Lee, introduces the Prius C at the North American International Auto Show in Detroit, January 2012.
Getting Started	
Prius v 12 2	

Search

Want to find something fast? The eShowroom search automatically gives you predictive suggestions based on what you type into the search box. The suggestions are organized by type—either products or articles.


TOYOTA eSHOWROOM


Vince My Stuff
12
27

🔍
Products
Skills

Results for: paint protection film 📧 📄 ⬇️

Filter Your Results

✕ CLEAR

167 results

Sort by: RELEASE DATE ▾

VEHICLE TYPE

Select All

- Cars (3)
- Minivans (9)
- Crossovers (3)
- SUVs (1)
- Trucks (7)


MODEL YEAR

Select All

- 2013
- 2012
- 2011
- 2010

CONTENT TYPE

Paint protection Film for Doors



Jan 31, 2012

IMAGE ★★★★★

Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus. Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus.


Genuine Toyota Paint Protection Film.pdf

Jan 31, 2012

ARTICLE ★★★★★

Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus. Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus.

Exterior Protection Training Video




Jan 31, 2012

VIDEO (4m 37s) ★★★★★

Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus. Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id ...

Accessories



Jan 31, 2012

VIDEO COLLECTION ★★★★★

Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus. Lorem ipsum deni est alies purot excepto ipsum dolor situ est ocular. Vivamus feugiat enim id nulla condimentum rhoncus.

Prevention and Repair of Acid Rain Damage.pdf

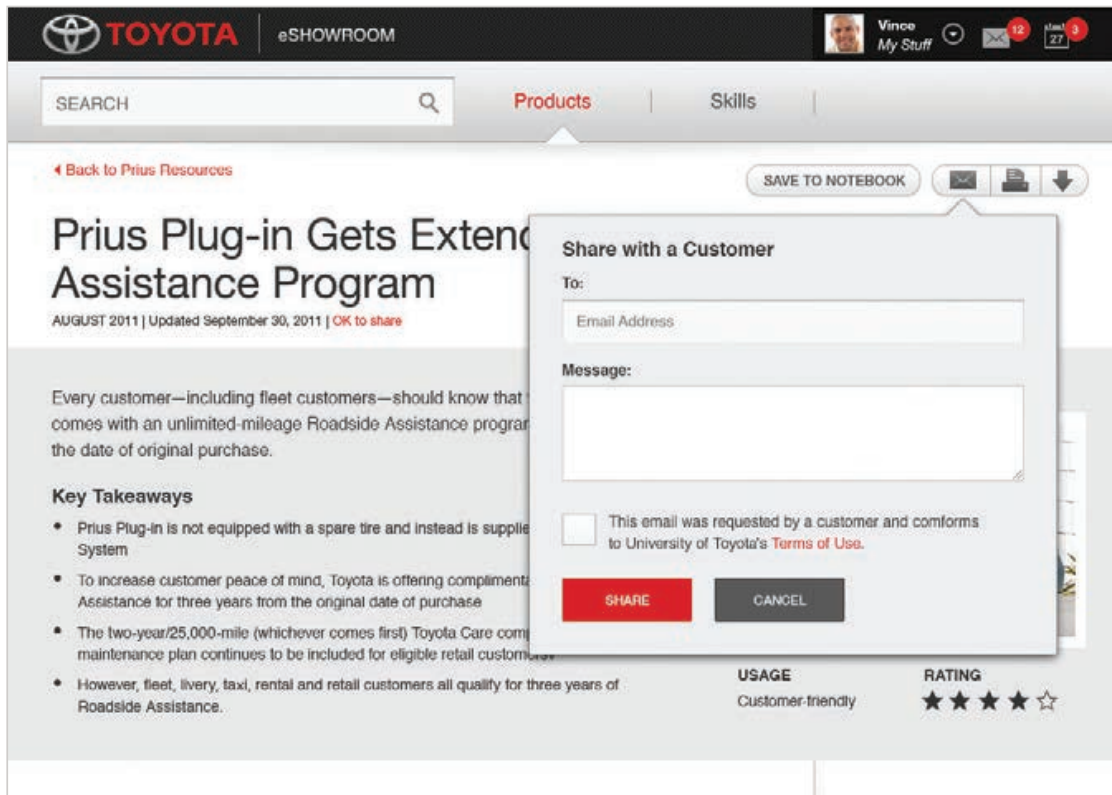
Jan 31, 2012

ARTICLE ★★★★★

Share with a Customer


If you know of an article that could really help a customer, it's easy to share it. First, look for articles marked "Customer-Friendly." On the Article Detail page, select the Share button. Enter your customer's email address, your message and click Send.

You'll get a confirmation message, and the activity will be logged in your user history.



Conversations

eShowroom can only get better with feedback from you. Start a discussion in the comments below any article, use comments to mentor your team, share stories from the field or ask for more information. Don't have that much time? Quickly rate an article from one to five stars.




USAGE
For internal purposes only

RATING ★★★★★

⏸ ⏩ 🔍 4:24 / 7:57 🔊 📺 ⚙

Discussion (4)



What do you think, add your comment to the discussion!

SUBMIT




Tony Hatch

General Sales Manager

👍
🚩

Love the quick visual overview of features in the first minute of the video – tons of cool stuff to get our customers excited. Impressive technology in the XLE!



Derek Jones

Regional Training Manager

👍
🚩

This video gives a great overview of all the new Camry 2012 features. It's also a good primer

Related Content

- HOT SHEET**

2012 Camry Receives Two Top Safety Ratings

Leading safety ratings from NHTSA and IIHS help tell the Camry's safety story...
- 2012 Camry Live Launch Video**

Get a complete product and marketing overview from the live launch at...
- HOT SHEET**

2012 Camry Roadside Promotion


Toyota thanks its customers with extended roadside assistance on all 2012 Camrys purchase through the...
- 2012 Camry Overview**

Discover the all-new 2012 Camry available in a portfolio of 4 grades—L...

Badges


Have you mastered a model year? Created a number of notebooks? You'll be rewarded for your personal milestones in the form of unique Accolades on eShowroom.

First, you'll receive a congratulatory note in your Messages list. The badge will also be announced in your Recent News and in your own profile under Awards & Recognition. Your manager can translate what those badges will mean for your dealership in terms of incentives and rewards.



PORTLAND REGION

Accolades


Badges awarded for increasing product knowledge and participating in the eShowroom community.




Regional Page




The Navigator
Awarded the level 3 Navigator badge by exploring new topics, frequently reading and rating articles in eShowroom. Continued effort will be rewarded with upgrades.



2013 Avalon Champ
Pursued the highest 2013 Avalon badge by reading and watching all related articles and videos. The Champ is the true master of all things Avalon.



Star Safety System Geek
Earned a level one badge by acquiring basic knowledge about Star Safety System. The Geek can advance to the next badge by upping know-how with more articles.



Dynamo
Achieved this tier 1 badge by creating notebooks that inspire colleagues in eShowroom. Dynamo is eligible for an upgrade with more notebooks and followers.

MORE

Regional and Dealer Manager Reporting

See eShowroom engagement at a glance. Want to know how many sales associates have viewed the articles you shared or completed the tasks you've assigned? This page provides a bird's-eye view.

