

KW CommandOverview - 02-09-2021 3 Simple Steps to Start Using **Command** https://youtu.be/WsT2Niezn_c



1 Log in to Command

- 1.
- 2.
- 3.

2 Create a Contact

1. Click the Contacts icon
- 2.
- 3.
4. Click "Create"

3 Create an Opportunity

1. Click the Opportunities icon
- 2.
3. Complete the Opportunity form
4. Click "Create Opportunity"

kwcommand Lab Activity Checklist

Make Command stronger by completing the following activities.

Set Up Your Database

- Import your contacts from your current CRM or spreadsheet into Command.
- Add a contact to Command through Kelle.
- Add a new contact through Command.
- Edit a contact and add a custom field.
- Group your contacts by adding tags.
- Create a filter for your contacts in Command.
- Group filters into a SmartView.
- Make a call to a contact through Kelle. When prompted, add a note about your discussion.
- Find the note in Command.

Lead Accelerator

- View the Payment Profile page.
- Add a payment method (optional).
- Create a draft of a Facebook ad.
- Create a draft of an ad that is used across multiple social media networks.
- Create a draft of a postcard.

Designs bySketchHouse

- Edit a template in Designs.
- Create a template in Designs using content blocks, widgets, and/or merge tags.

Opportunities

- Create stages in a phase of your pipeline.
- Create an opportunity and name it "Test."
- Drag the Test opportunity through the stages of a phase in your pipeline.

- Create two offers and name them "Test1" and "Test2."
- Compare these test offers.

Command Chat

- Start a chat with someone on your team or in the market center.
- Start a chat with someone in your Referrals network.
- Start a group chat.

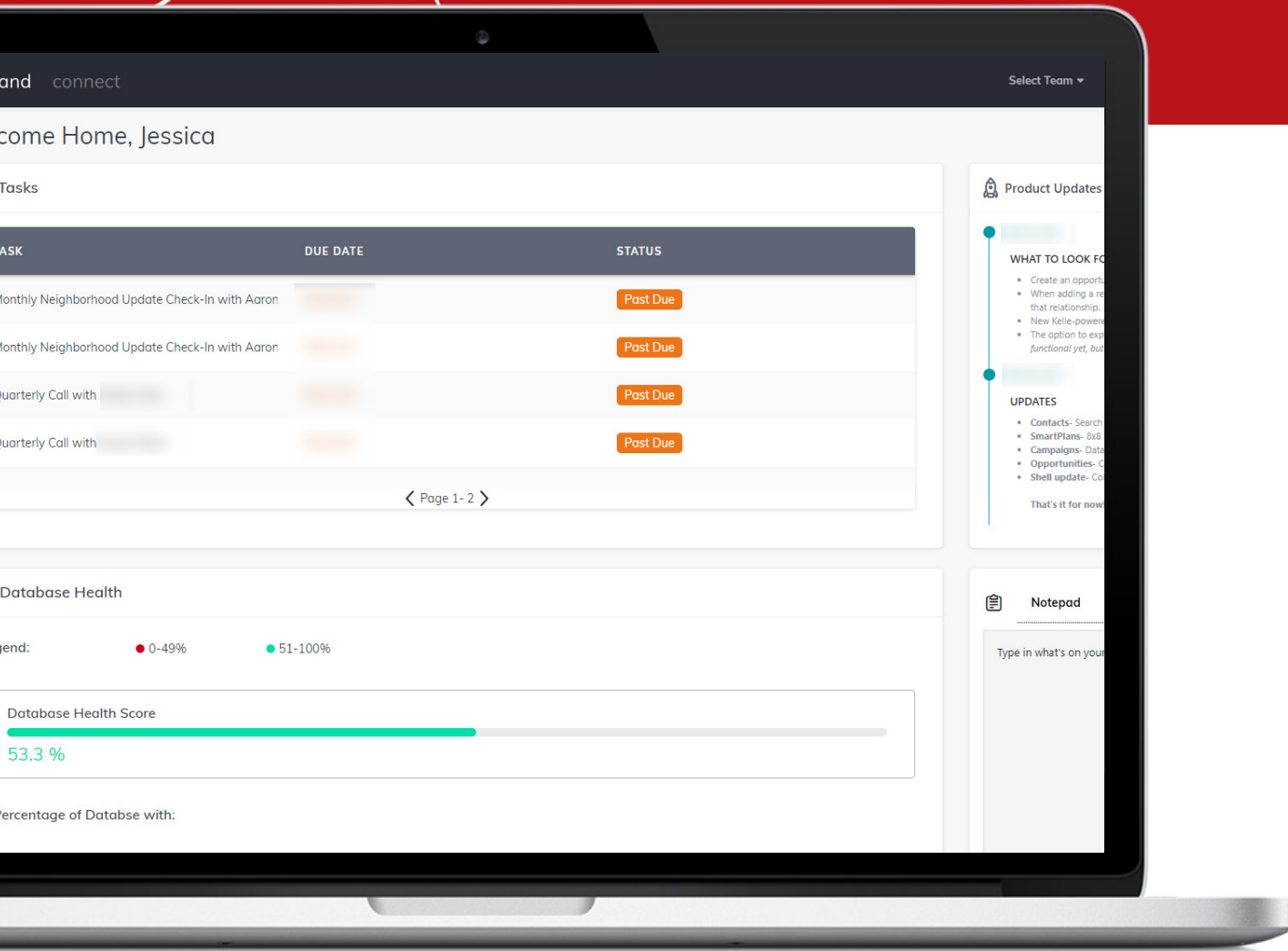
Communities with Kelle Engagement

- Post an introduction in the Command Labs group.
- Add a post and attract a colleague's attention by typing an @ and then begin typing their name (for example @John Smith). Ask them to respond to you.
- Watch for post notifications in Kelle.
- Reply to a post you receive in Kelle.
- Reply to a post you receive in Command.
- Create and post a poll to the Command Labs group.
- Vote on a poll.
- Like a post or a comment.

Local Insights

- Pick a neighborhood and find a Local Insight on Kelle.
- Add a Local Insight on Kelle.
- Upvote or downvote a Local Insight on Kelle.
- Find your Local Insights in Kelle and change the wording or add a new picture.

Get Started with Command



Click anywhere to start.

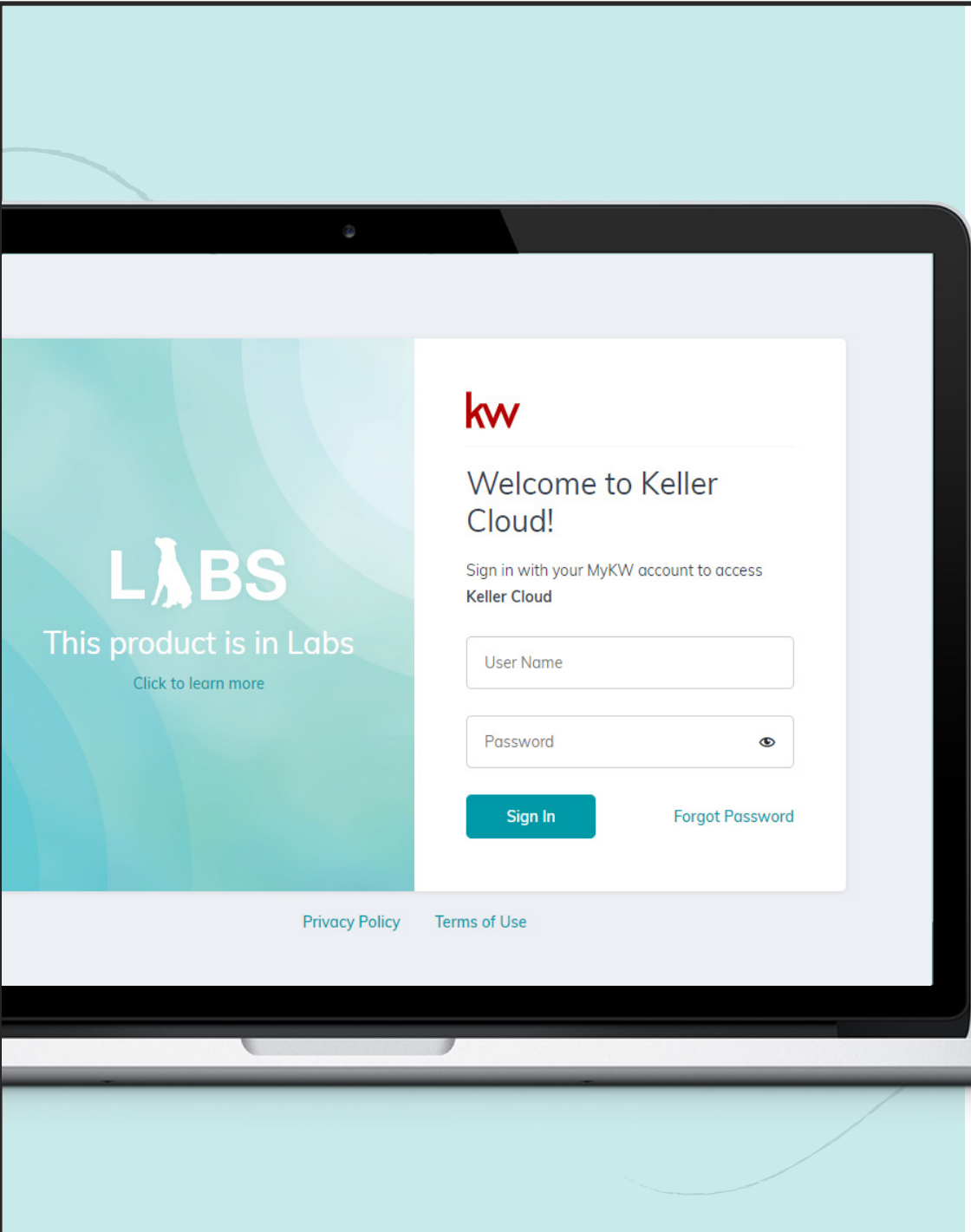
- 1 Log on to Command
- 2 Get Help
- 3 Connect Applications
- 4 Create Custom Fields
- 5 Create Custom Tags
- 6 Add Contacts
- 7 Import Contacts

Get Started with Command

Click each tab.

Log on to Command

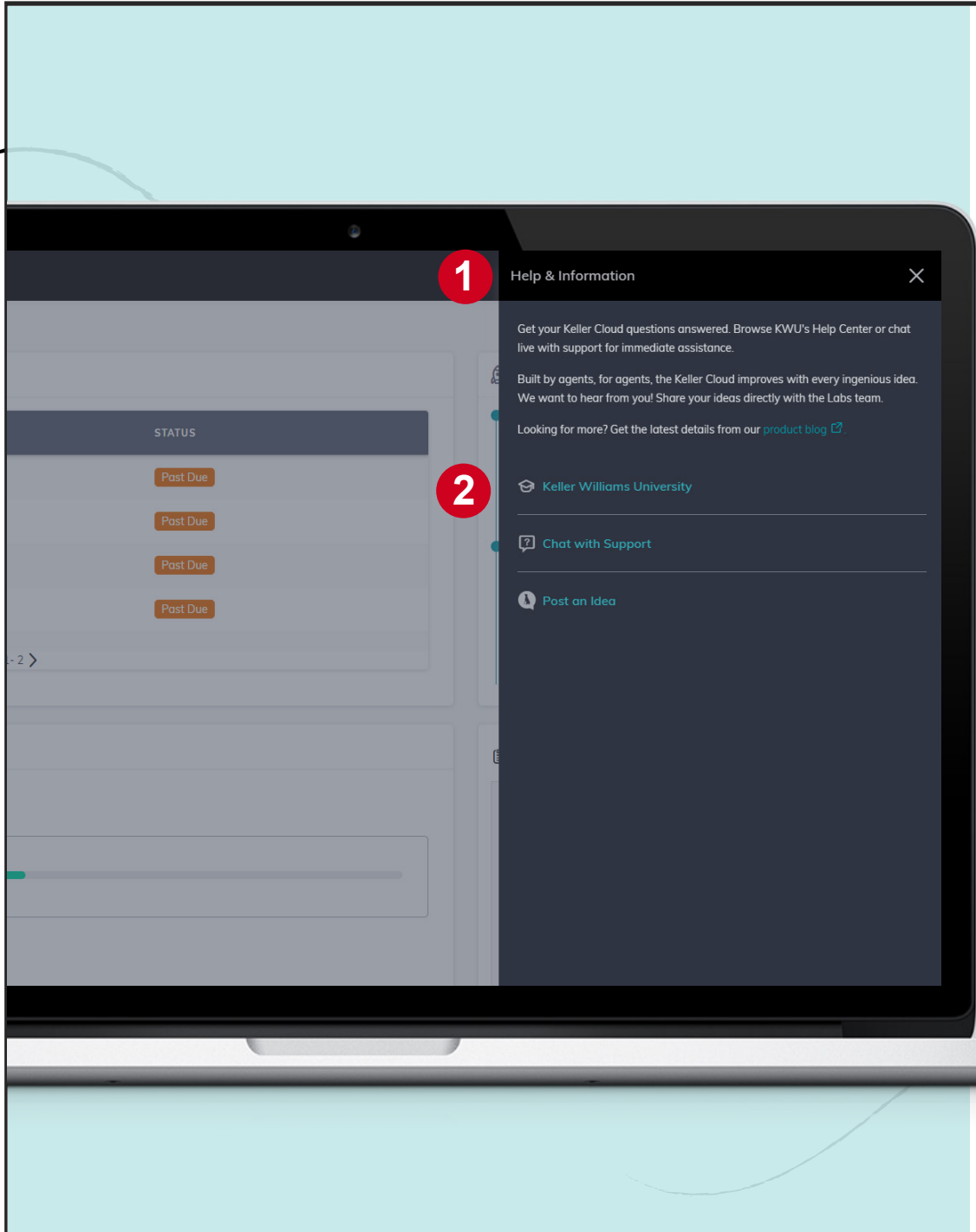
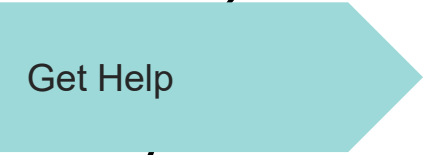
1. Log on to Command by clicking **here** or by going to agent.kw.com



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Get Started with Command

Click each tab.



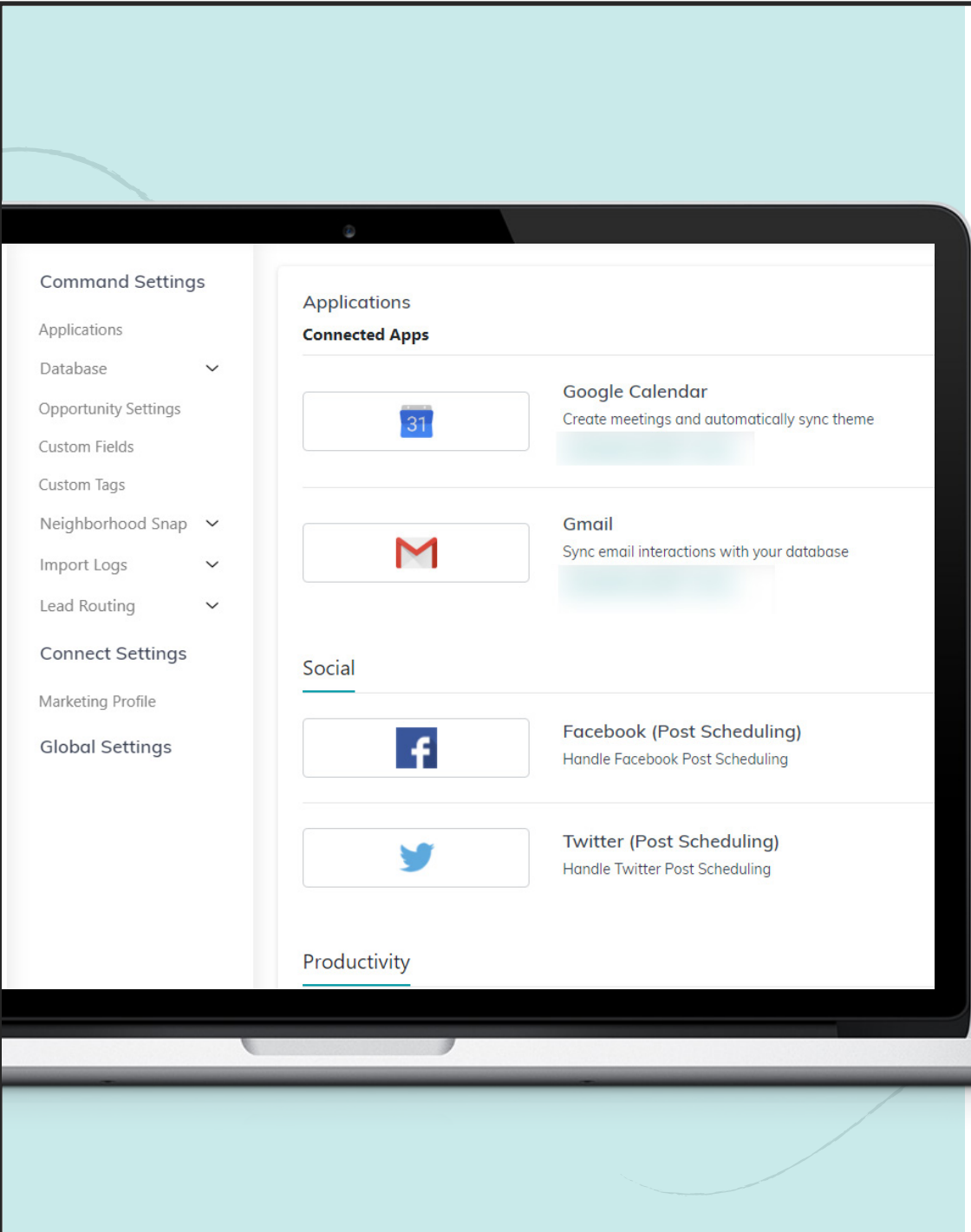
1 Click the question mark to access immediate KWU assistance related to the page you are on

- 2** Click the listed topics for additional support:
- a.** KWU support
 - b.** Chat with support for immediate assistance
 - c.** Post improvement ideas for Command

Get Started with Command

Click each tab.

Connect Applications

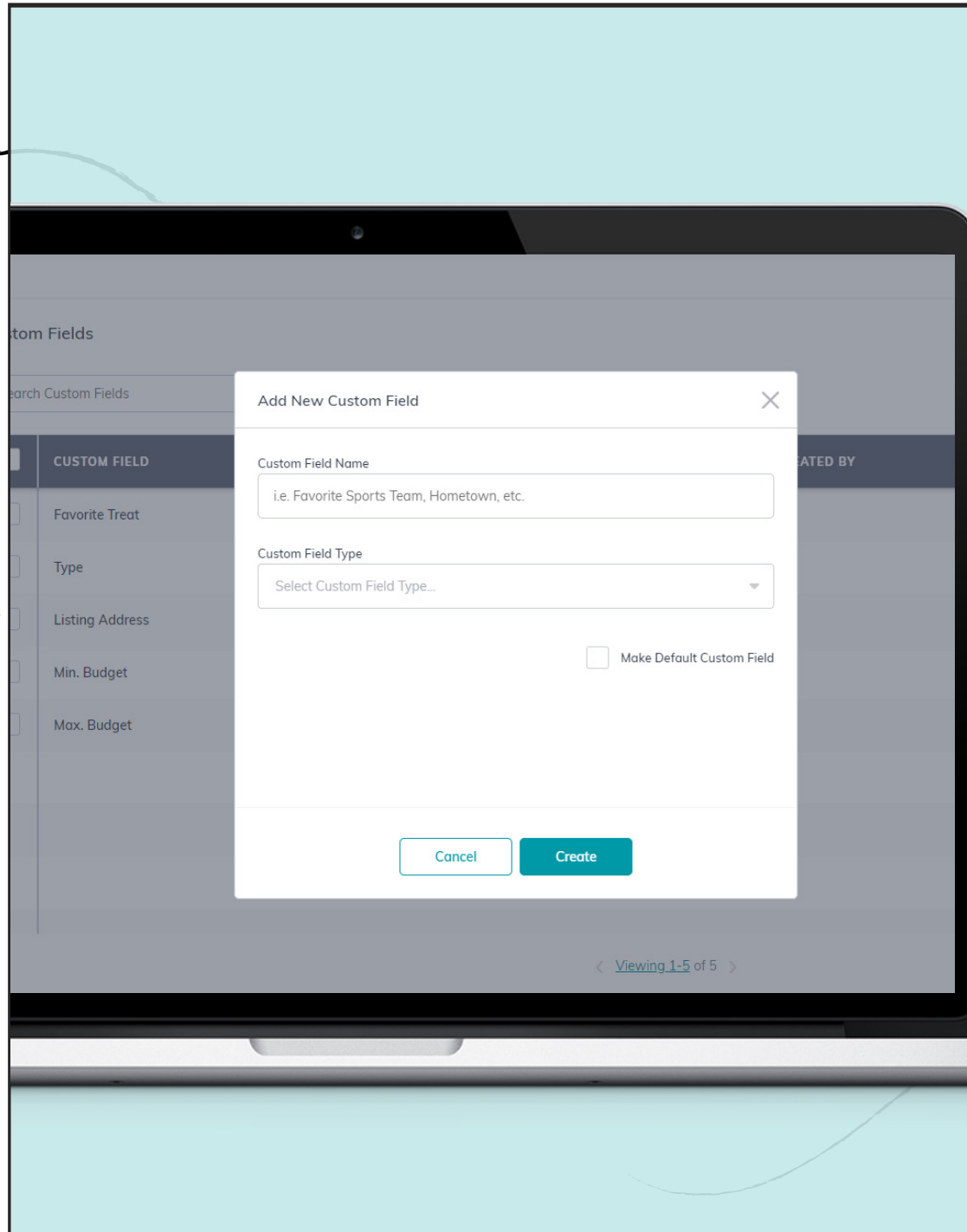


1. Click on your name (top right-hand corner)
2. Select Settings
3. Connect your accounts
 - a. Connect Facebook and/or Twitter to schedule social media posts through Lead Accelerator
 - b. Connect Facebook, Twitter, and/or Google Adwords to create social media ads through Lead Accelerator

Get Started with Command

Click each tab.

Create Custom Fields



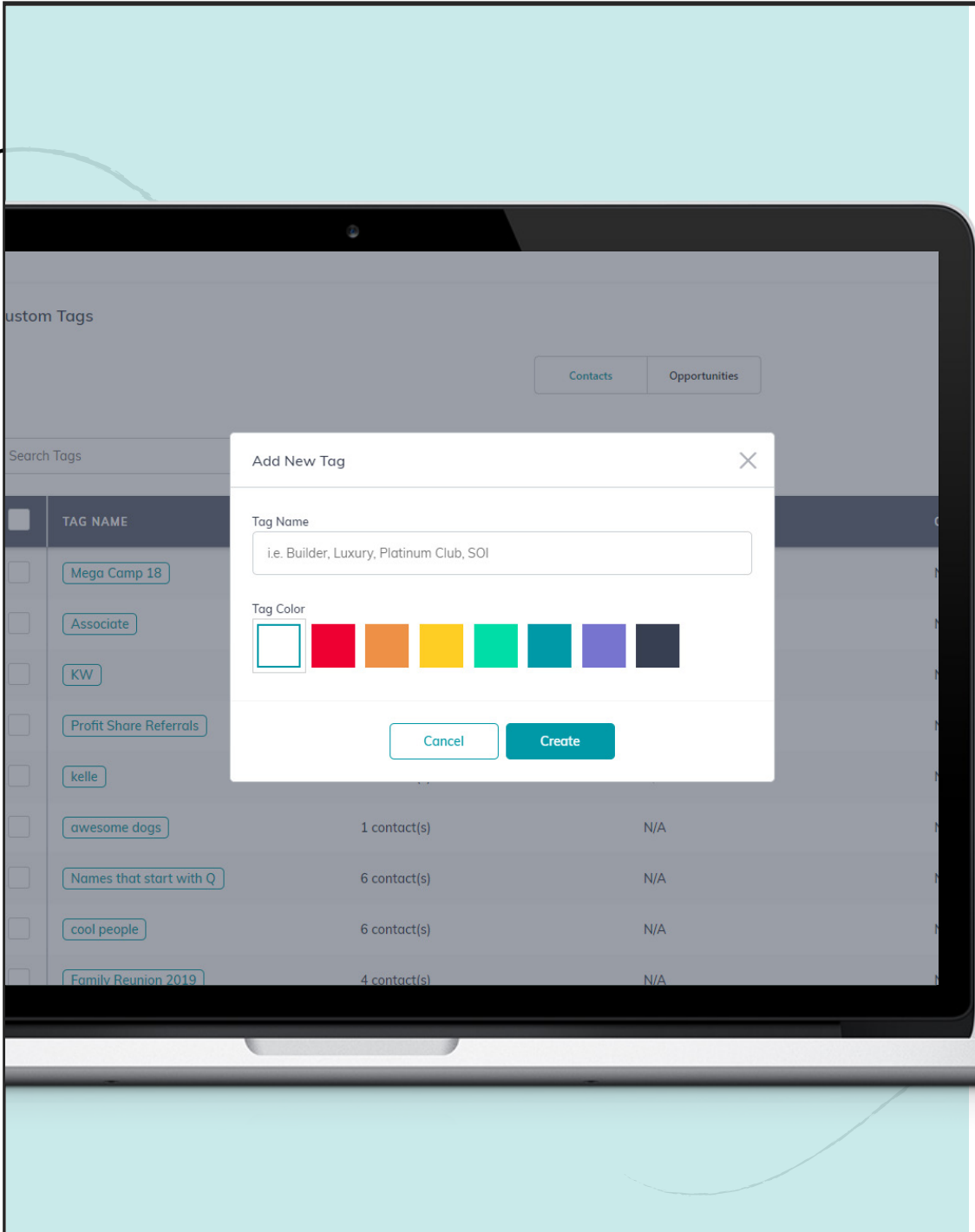
Create **custom fields** for open-ended response fields that you fill in to help you organize your database.

1. Click on your name (top right-hand corner)
2. Select Settings
3. Click Custom Fields
4. Click Create New Custom Field
5. Enter the Custom Field Name
6. Select the Custom Field Type from the drop-down menu
 - a. To apply custom field to all contacts, check the Make Default Custom Field box
7. Click Create
8. Repeat this process until you have entered all of your desired Custom Fields

Get Started with Command

Click each tab.

Create Custom Tags



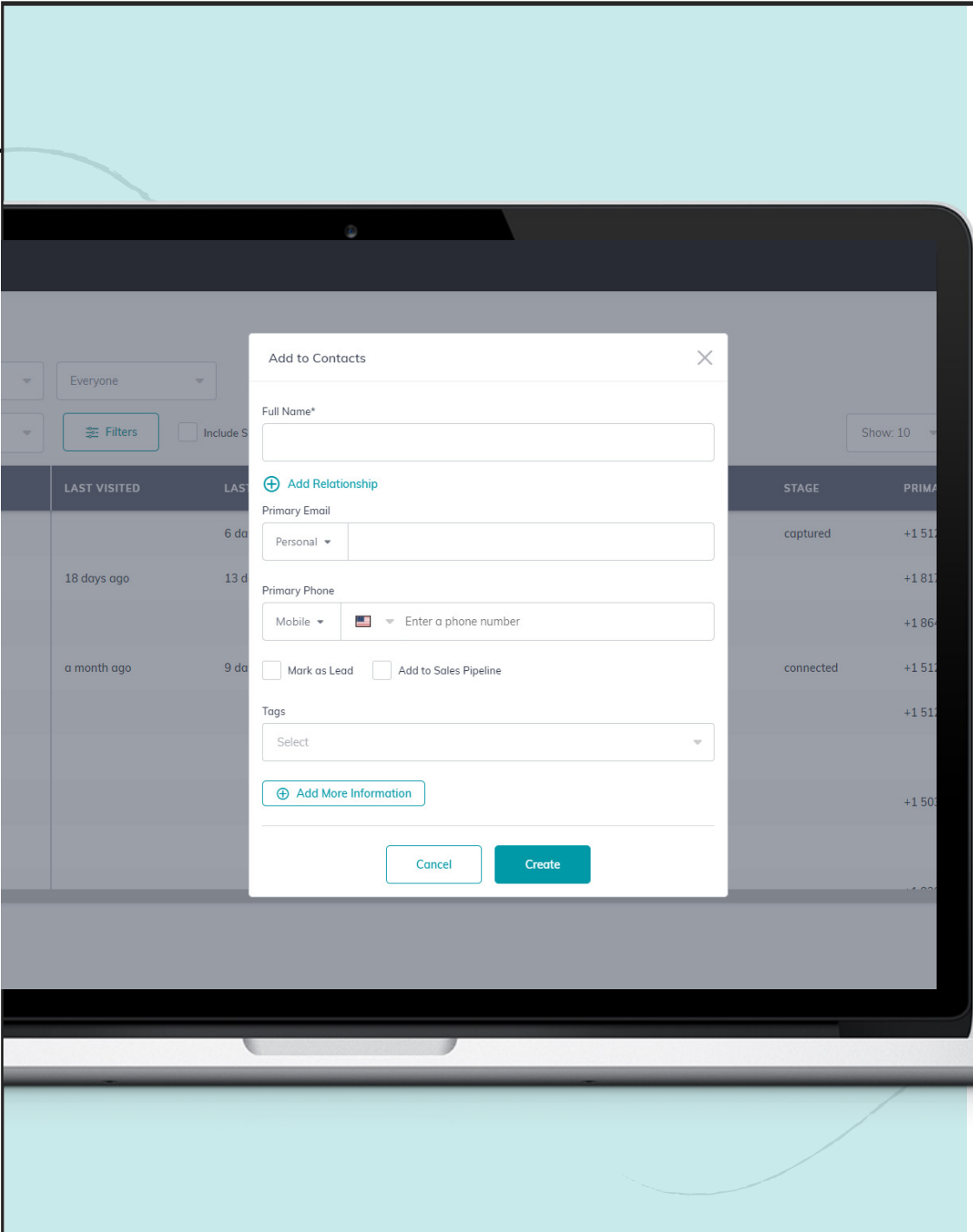
Create **custom tags** as a way to create labels to help you organize your database.

1. Click on your name (top right-hand corner)
2. Select Settings
3. Click Custom Tags
4. Click Create New Tag
5. Enter the tag name
6. Select the tag color
7. Click Create
8. Repeat this process until you have entered all of your desired Custom Tags

Get Started with Command

Click each tab.

Add Contacts

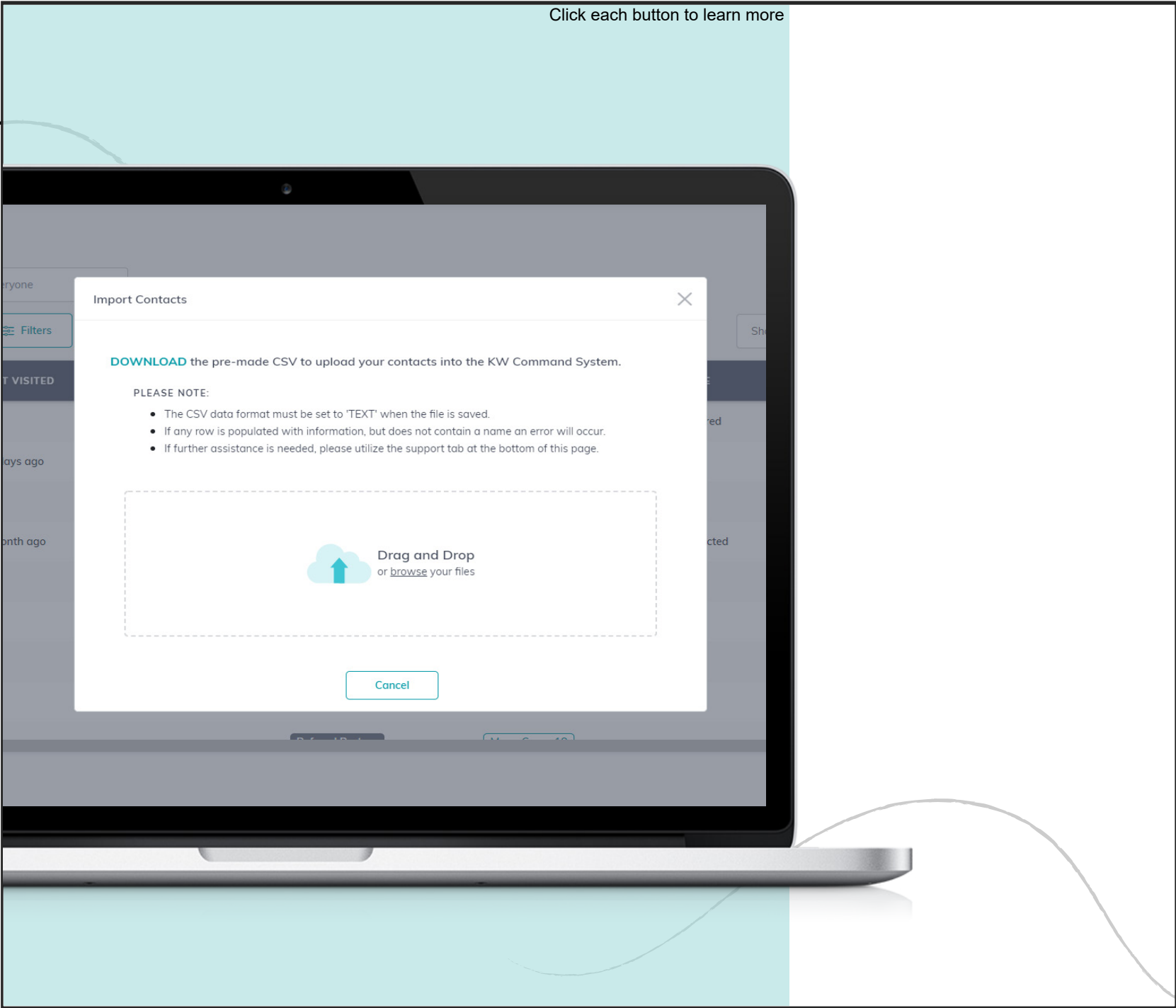


1. Navigate to Contacts
2. Click Add Contact from the top right-hand corner
3. Enter the contact's details
 - a. At a minimum, enter the contacts name
4. Click Create at the bottom of the form

Get Started with Command

Click each button to learn more

Click each tab.



Import Contacts