

USER GUIDE

# Supplier User Guide

Listing your company, managing reviews, and engaging the GCC dealer community

**Audience** Suppliers, software vendors, and solution providers serving GCC automotive

**Version** 1.0 · Updated 2026-05-19

**Support** [support@themotorguild.com](mailto:support@themotorguild.com)

# Overview

The Supplier Workspace lets you list your company in the Guild Directory, manage your profile, respond to reviews, view peer benchmarks, and engage qualified buyers. This guide walks through self-listing, verification, and the day-to-day workspace.

## 1. Why list on The Motor Guild?

Our buyers are senior decision-makers at dealers, importers, and OEMs across the GCC. A listing on Tools & Reviews puts your company in front of them at the moment they're evaluating solutions — alongside peer reviews and benchmark data.

### TIPS

- Listings are free. Premium placement (Sponsored) is paid — see the Advertiser guide.
- Reviews are member-submitted and moderated. You cannot delete reviews, but you can publicly respond.

## 2. Self-listing your company

Start at </tools-reviews/list-your-company>. You need a Guild account first (sign up at </signup> if you don't have one).

1. Sign in or sign up.
2. Open </tools-reviews/list-your-company>.
3. Fill company name, website, country, sector, short description.
4. Add your primary contact, logo, and 2–4 product/service categories.
5. Submit. Listings are reviewed within 2 business days.
6. On approval, your supplier page goes live at </tools-reviews/supplier/{slug}>.

## 3. Verification & employee claims

Once your company is listed, you and your colleagues can claim employee affiliation. Verified employees can manage the company profile.

1. Go to </settings/companies>.
2. Click 'Claim affiliation' on your company.
3. Enter your job title.
4. Verification is automatic if your sign-in email matches your company domain. Otherwise, an existing primary contact or admin must approve.
5. Once verified, you see the company in your Supplier Workspace navigation.

## 4. The Supplier Workspace

Your workspace lives at [/supplier/company](#). From here you manage profile content, respond to reviews, and view analytics.

### TIPS

- Workspace access requires Verified employee status.
- Multiple verified employees can collaborate — changes are attributed.

## 5. Editing your company profile

Keep your profile current — buyers compare based on what's visible.

1. Open [/supplier/company](#).
2. Edit the headline, long description, capability summary, regions served, and integrations.
3. Add or update product/service categories.
4. Upload screenshots, demo videos, and case studies.
5. Save. Changes are live immediately.

## 6. Reviews & responses

Members can leave a review on your supplier page after disclosing usage. Reviews are moderated for hate, false claims, and competitor sabotage — but constructive negative reviews stand.

1. Open [/supplier/company](#) → Reviews.
2. Read each review carefully.
3. Click 'Respond publicly' to add a single response, visible under the review.
4. If you believe a review breaches our policy, click 'Report to moderation' and explain why.
5. Moderation reviews within 3 business days.

### TIPS

- A measured, factual response to a critical review often does more for your reputation than a perfect score.
- Never offer incentives in exchange for positive reviews — it's grounds for delisting.

## 7. Peer benchmarks

Each supplier page includes an anonymised peer benchmark — how members rate you across capability dimensions vs others in your category. Use it to spot gaps and strengths.

**TIPS**

- Benchmarks are recomputed nightly.
- Dimensions are category-specific (CRM, DMS, EV charging, etc.).
- Low-volume categories show 'insufficient data' until enough reviews land.

## 8. Lead routing & buyer enquiries

Buyers can request a contact from your supplier page. Requests are routed to the primary contact you set in </supplier/company>.

**TIPS**

- Respond within 24 hours — buyers compare across vendors quickly.
- Enquiry quality is high: buyers are real members, vetted at signup.
- You can route to different team members per category via Lead Routing settings.

## 9. Promoting your listing

Sponsored placement is available via the Advertiser Workspace. See the Advertiser guide for full detail — at a high level, you can sponsor your supplier card, run hero banners on Tools & Reviews, or sponsor a category.

**TIPS**

- Sponsored placements are clearly labelled — we never disguise them.
- Existing Guild suppliers receive a 5% loyalty discount on ad spend.

## 10. Compliance

All claims on your profile must be accurate. We may request evidence for performance claims (uptime, customer counts, market share).

### Can a competitor leave a fake review?

Members must disclose usage. We monitor patterns and remove reviews from non-customers or competitors when detected.

### How do I remove an outdated case study?

Open </supplier/company> → Case studies → Delete. Changes are immediate.

### Can I list multiple products under one company?

Yes — each product/service category becomes a filterable surface in the directory.

## 11. Getting help

Supplier support: [support@themotorguild.com](mailto:support@themotorguild.com). Include your company slug for faster routing.

## 12. Worked example: listing a CRM and responding to your first review

Illustrative path from self-listing to handling early buyer signal.

### WORKED EXAMPLE

#### Listing a regional CRM platform

You are launching a GCC-focused dealer CRM. You want to be discoverable in Tools & Reviews and start collecting peer feedback.

1. Day 0 — Sign in, open `/tools-reviews/list-your-company`. Submit company details, logo and category (CRM).
2. Day 1–2 — Listing reviewed and approved. Your page goes live at `/tools-reviews/supplier/{slug}`.
3. Day 2 — Open `/settings/companies` and Claim affiliation using your company-domain email. Verified automatically.
4. Day 3 — Move into `/supplier/company` and enrich the profile: long description, integrations, regions served, two case studies, three screenshots.
5. Week 2 — First member review lands (4★). You receive a workspace notification.
6. Week 2 — Open `/supplier/company` → Reviews. Read carefully, write a measured public response thanking the reviewer and acknowledging the one weakness called out.
7. Week 4 — First buyer enquiry routes to your primary contact email. You respond within 24 hours.

**Outcome.** Profile live, one published review with public response, first qualified buyer enquiry handled inside the workspace SLA.