

DEALER GUIDE · WHATSAPP BUSINESS API

Connect WhatsApp Business.

Step by step.

WhatsApp Business setup for dealers. How to connect your dealership's WhatsApp number to motorsales.ai through our 360dialog integration.

11 steps

motorsales.ai → 360dialog → Meta

For dealers and support staff

01–02

motorsales.ai

03–08

360dialog

09–11

Meta Embedded Signup

BEFORE YOU START

Have these ready. Then begin.

Setup runs across three places: motorsales.ai, 360dialog and a Meta pop-up. Our Dealer Success Team can walk you through it on a call. Check you have everything below first.

01

Facebook Business Manager

A Meta Business Portfolio with **admin access**.

02

Your business information

The dealership's business details already added in Business Manager.

03

Your allocated WhatsApp number

The dedicated number from our support team. It must **not** already be on WhatsApp.

04

Access to your email inbox

For the email address you log in with. You will need to click a verification link.

05

A smartphone with an authenticator app

For example Google Authenticator, to secure your 360dialog account.

The 11 steps at a glance

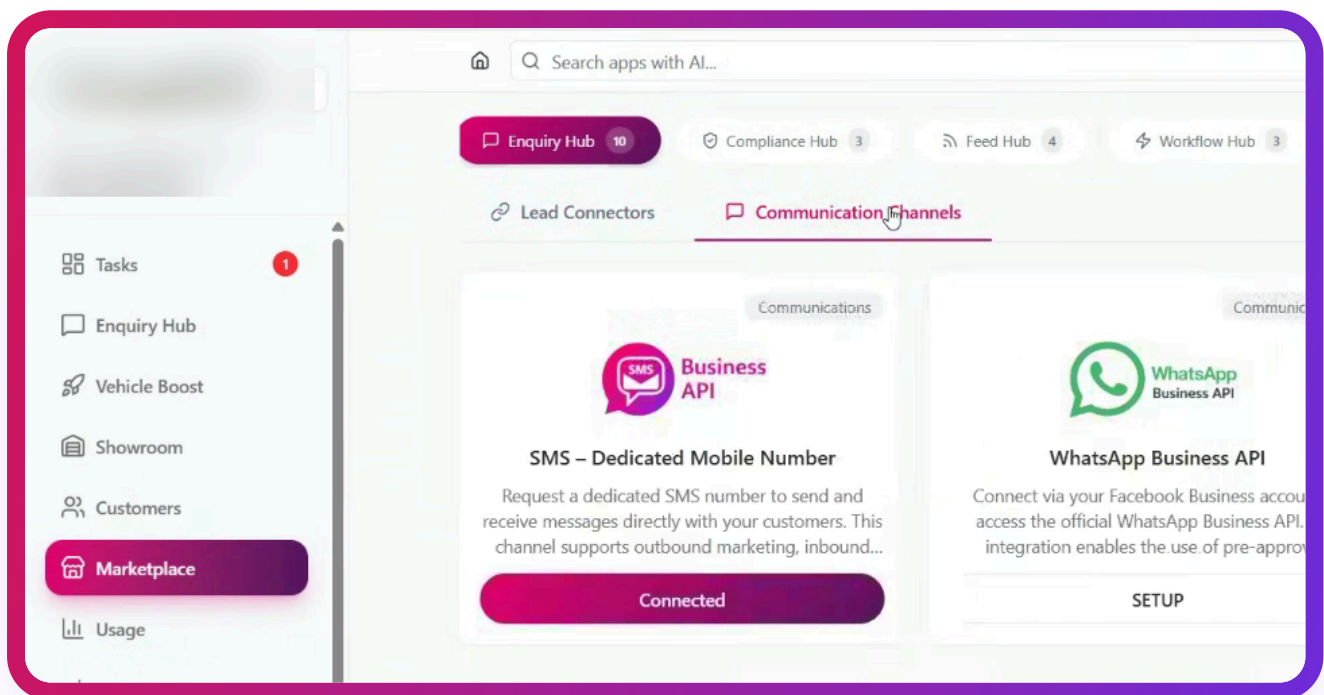
01	Open the Marketplace	motorsales.ai	06	Secure your account	360dialog
02	Answer two questions, add your number	motorsales.ai	07	Add and verify your number	360dialog
03	Create your 360dialog account	360dialog	08	Confirm Meta access	360dialog
04	Verify your email	Inbox	09	Start Embedded Signup	Meta
05	Register your business	360dialog	10	Share assets and business details	Meta
			11	Finish and connect	Meta

Open the Marketplace.

Start setup.

Everything starts inside your motorsales.ai account.

- 1 Log in at <https://portal.autofintech.co.uk/user/login>.
- 2 Click **Marketplace** in the left-hand menu.
- 3 Open the **Communication Channels** tab, next to Lead Connectors.
- 4 Find the **WhatsApp Business API** tile and click **SETUP**.



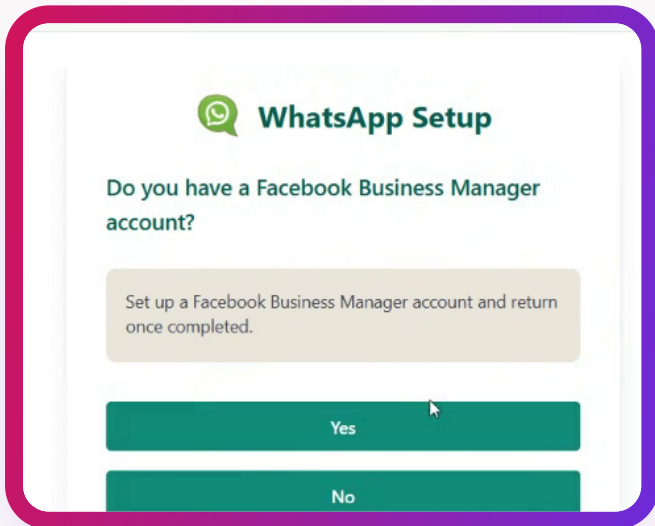
Marketplace > Communication Channels > WhatsApp Business API > SETUP

Answer two questions. Add your number.

- 1 In the **WhatsApp Setup** window, click **Get Started**.
- 2 "Do you have a Facebook Business Manager account?" Click **Yes**.
- 3 "Within your Facebook Business Manager, have you added your business information?" Click **Yes**.
- 4 Enter **your allocated number** with the country code (+44), then click **Continue to WhatsApp Setup**.

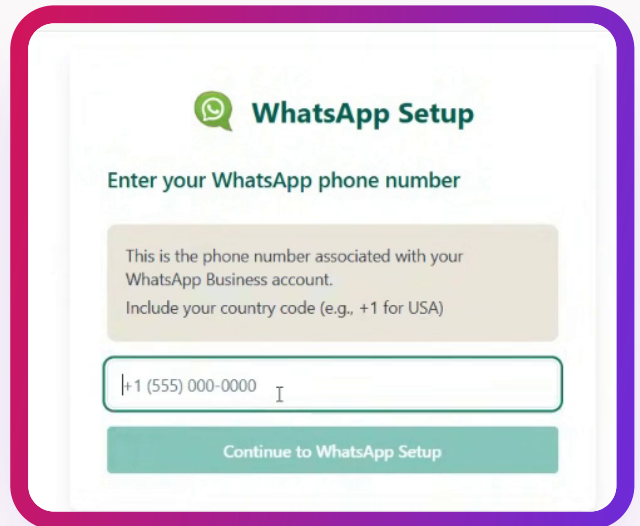
Answered No?

Set up Facebook Business Manager and add your business details (legal business name, business address and website URL) first, then come back to this step.



The screenshot shows the 'WhatsApp Setup' window. At the top is the WhatsApp logo and the title 'WhatsApp Setup'. Below it is the question 'Do you have a Facebook Business Manager account?'. A light yellow box contains the text: 'Set up a Facebook Business Manager account and return once completed.' At the bottom are two green buttons: 'Yes' and 'No'. A mouse cursor is hovering over the 'Yes' button.

Answer Yes to both questions



The screenshot shows the 'WhatsApp Setup' window. At the top is the WhatsApp logo and the title 'WhatsApp Setup'. Below it is the question 'Enter your WhatsApp phone number'. A light yellow box contains the text: 'This is the phone number associated with your WhatsApp Business account. Include your country code (e.g., +1 for USA)'. Below this is a text input field containing '+1 (555) 000-0000'. At the bottom is a green button labeled 'Continue to WhatsApp Setup'.

Enter your allocated number

Create your 360dialog account.

Set a strong password.

- 1 You are taken to 360dialog (hub.360dialog.com) and the **Create a new account** page. Your email address is already filled in.
- 2 Set a password of at least 8 characters with an uppercase letter, a lowercase letter, a number and a special character.
- 3 Tick **I'm not a robot** if it appears, then click **Continue**.
- 4 A cookie pop-up appears. Choose your preference. Our setup session used **Deny**.

"The password is too weak"

The checklist under the password turns green as each rule is met. Add any missing character types and try again.

360D

Create a new account

Register a new account with 360dialog.

Email address*

Password*

Show password

The password is too weak

☐ I'm not a robot

reCAPTCHA

Your password must contain:

- ✓ At least 8 characters
- At least 3 of the following:
 - Lower case letters (a-z)

Email is pre-filled. Password hidden here for privacy.

Your password must contain:

- ✓ At least 8 characters
- At least 3 of the following:
 - Lower case letters (a-z)
 - Upper case letters (A-Z)
 - Numbers (0-9)
 - Special characters (e.g. !@#\$%^&*)

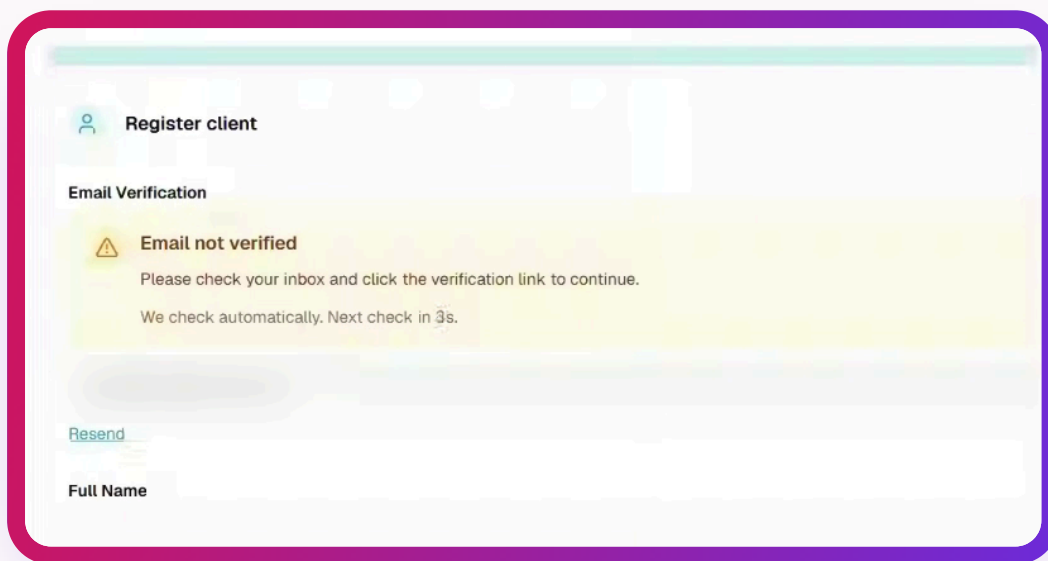
Continue

Already have an account? [Log in](#)

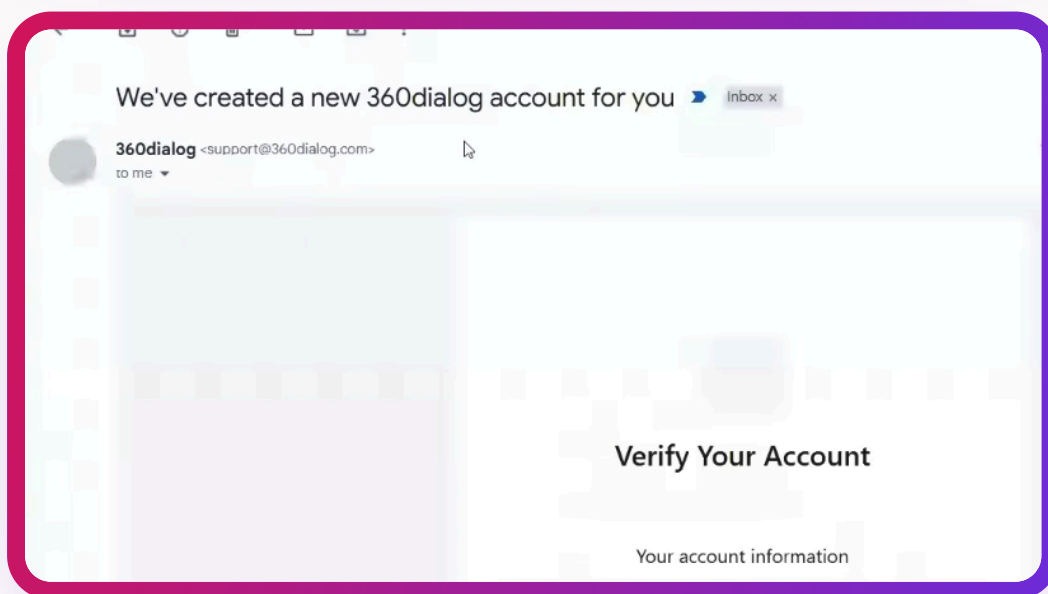
The password rules, then Continue

Check your inbox. Verify your email.

- 1 360dialog shows **Email not verified**. Leave this tab open.
- 2 Open the inbox for your login email and find **"We've created a new 360dialog account for you"** from 360dialog.
- 3 Click **Verify your Account** in the email.
- 4 You will see **Email Verified**. Go back to the 360dialog tab. It checks automatically every few seconds.



360dialog waits for you to verify



The verification email from 360dialog

Register your business. Then log in.

- 1 On **Register client**, enter your **Full Name** and **Company Name**.
- 2 Set **Country** to **United Kingdom**.
- 3 Tick **"I agree to share my contact details..."**.
- 4 Click **Continue**.
- 5 Log in again with your email address and the password you set in step 3.

The screenshot shows a web interface for 'Auto Finance Technology Ltd (partner-billing)' with the sub-header 'Onboard new number'. The main section is titled 'Register client' and contains the following fields and elements:

- Full Name**: A text input field with a blurred placeholder.
- Company Name**: A text input field with a blurred placeholder.
- Country**: A dropdown menu showing 'United Kingdom' with a flag icon.
- Character count**: '18/40' is displayed below the Company Name field.
- Agreement**: A checked checkbox followed by the text: 'I agree to share my contact details (activated and initial phone number, Name and Company details, all information accessible Partner Hub interface) with **Auto Finance Technology Ltd (partner-billing)** to facilitate onboarding to their platform.'
- Terms of Service**: A link to 'Terms of Service' is provided below the agreement text.
- Continue button**: A large teal button with a right arrow and the text 'Continue'.

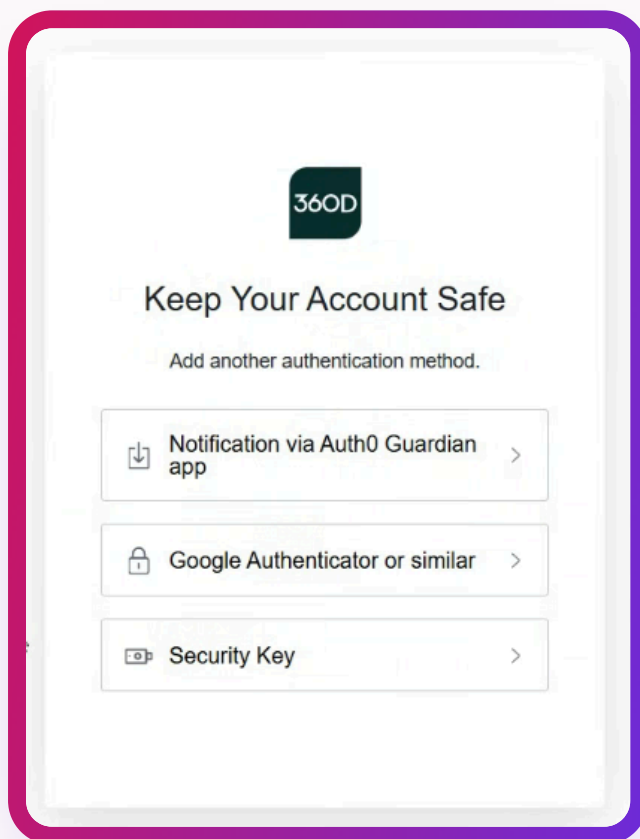
Register client. Personal details blurred.

Secure your account. Save the code.

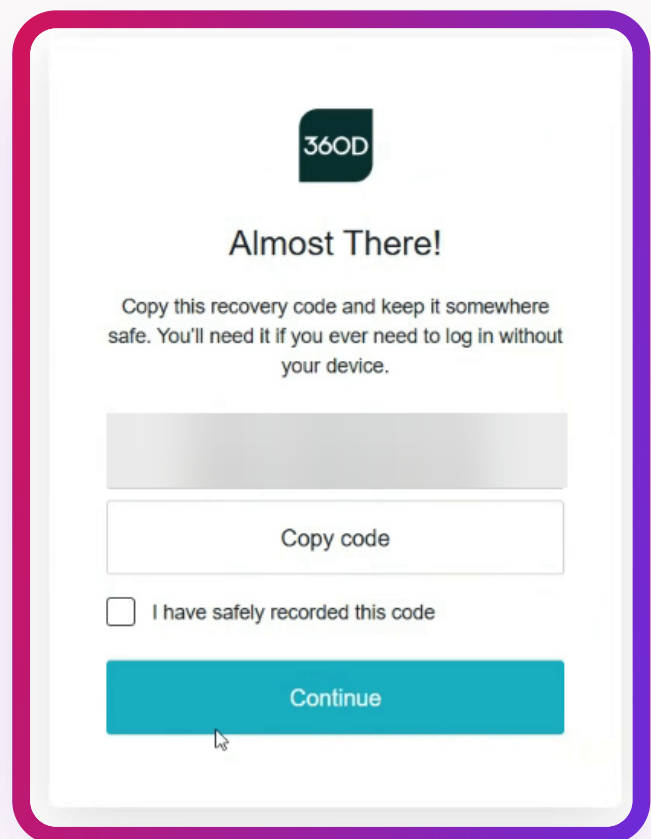
- 1 On **Keep Your Account Safe**, choose **Google Authenticator or similar**.
- 2 Open the authenticator app on your smartphone, scan the QR code, enter the 6-digit code and click **Continue**.
- 3 On **Almost There!**, copy the recovery code and store it somewhere safe. Tick **I have safely recorded this code** and click **Continue**.
- 4 On **Log In Faster on This Device**, click **Remind me later**.

Keep codes private

Never share the QR code, your 6-digit codes or the recovery code, including in screenshots or chat messages.



Choose Google Authenticator or similar



Recovery code hidden here for privacy

Add your number.

Verify by call.

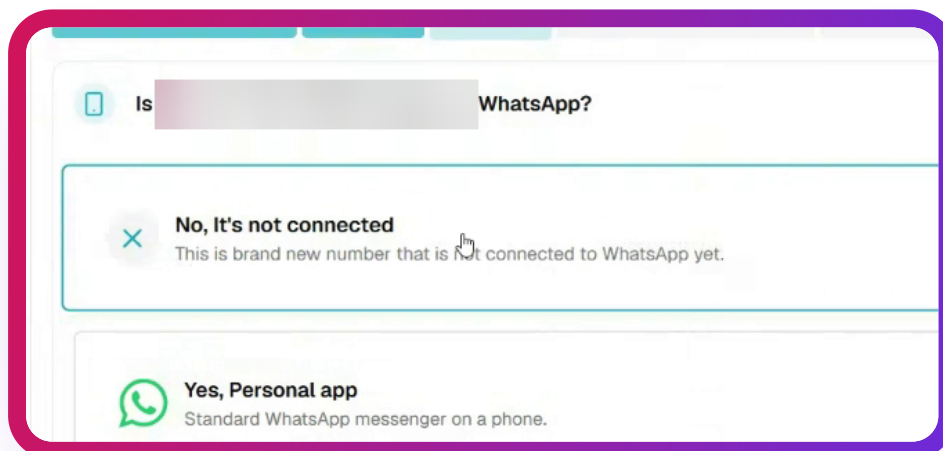
- 1 On **Onboarding**, choose the country code **+44**, enter **your allocated number** and click **Next**.
- 2 "Is this number already on WhatsApp?" Choose **No, it's not connected**.
- 3 Under **Verify your phone number**, choose **Voice call**. Do not choose Text message (SMS).
- 4 Answer the automated call, enter the 6-digit code and click **Verify**.

Voice call only

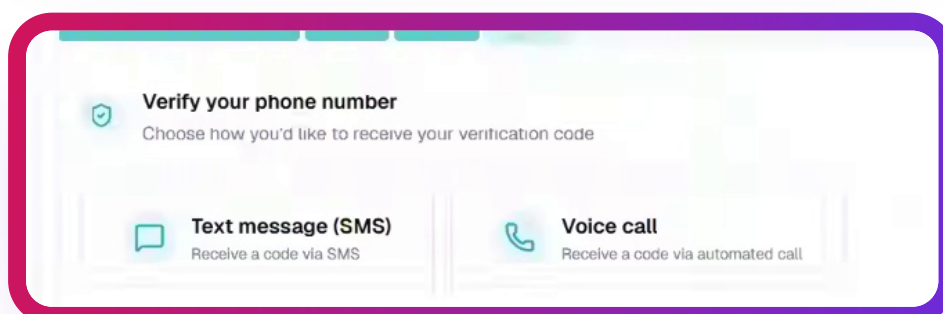
Please select **Voice call** as the verification method, as text message (SMS) verification is not supported for this setup. An automated call will follow shortly, so please answer promptly. The verification code will be read out twice; have a pen ready to note it down.

Call not coming through?

If you see "Request code failed", refresh the page, re-enter the number and request the voice call again. See Troubleshooting.



The number must not already be on WhatsApp



Choose Voice call

Confirm Meta access.

Answer yes twice.

- 1 "Do you have admin access to the Meta Business Portfolio?" Click **Yes**, then **Next**.
- 2 "Is your Meta Business Portfolio verified?" Click **Yes**, then **Next**.

Not sure?

Select Yes for each question to continue. These answers are required to complete setup and will not delay your onboarding.

Do you have admin access to the Meta Business Portfolio?

✓ Yes ✕ No / Not Sure

→ Next

← Back

Admin access to the Meta Business Portfolio

Is your Meta Business Portfolio verified?

✓ Yes ✕ No / Not Sure

→ Next

← Back

Meta Business Portfolio verified

Connect to Meta. Start Embedded Signup.

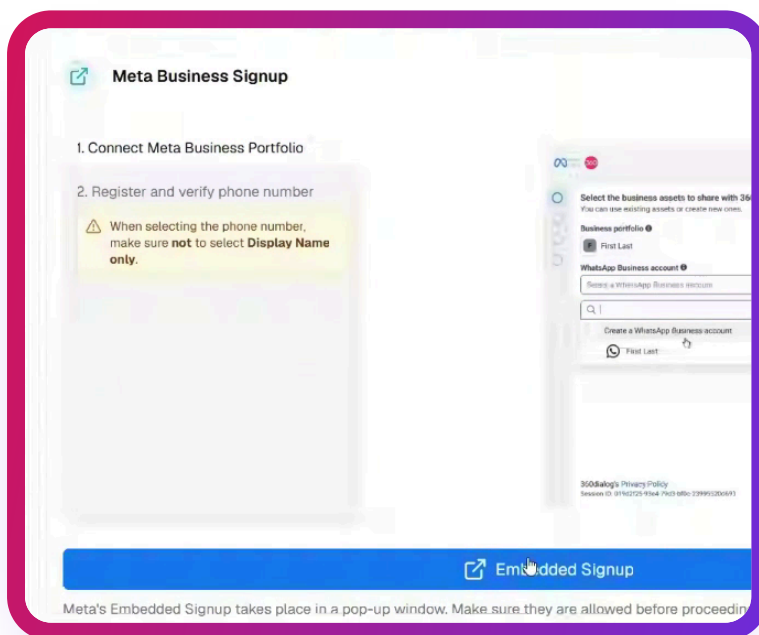
- 1 On **Connect Meta Business Portfolio**, scroll down and click **Embedded Signup**.
- 2 Meta's Embedded Signup opens in a pop-up window. Allow pop-ups if your browser asks.
- 3 In the **Facebook Login for Business** pop-up, click **Continue**.

Tip: log in to Facebook first

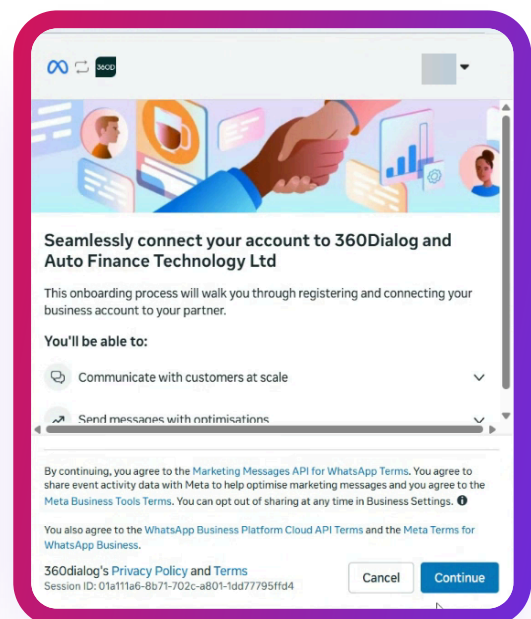
To avoid delays, log in to Facebook in this same browser before you start. The pop-up then shows your account straight away, with no need to sign in again. Using your personal Facebook account is fine, because your business page sits under your personal account.

Keep the pop-up open

Stay in the pop-up until you click Finish in step 11. Closing it early gives "Embedded Signup not completed".



Scroll down to Embedded Signup



Facebook Login for Business: Continue

Share your assets. Add business details.

- 1 On **Add your WhatsApp phone number**, select **your allocated number** marked **Verified** and click **Next**. Do not choose the display name option.
- 2 On **Select the business assets to share with 360dialog**, check your dealership's portfolio is selected. If it isn't, use the profile icon (top right) to switch account. Click **Next**.
- 3 On **Enter business information for new assets**, enter the dealership name in **Name** and the dealership email address in **Email**. Set **Category** to Automotive, **Country** to United Kingdom, add your **Website** (optional) and set **Time zone** to Europe/London.
- 4 Tick **I'm not a robot**, click **Next**, review the details and click **Confirm**.

Time zone

Choose **(GMT+00:00) Europe/London**. During British Summer Time it can show as (GMT+01:00) Europe/London, as in the screenshot.

Pick the number marked Verified

Name, email, category, country, website and time zone



STEP 11 OF 11

In Meta, then 360dialog

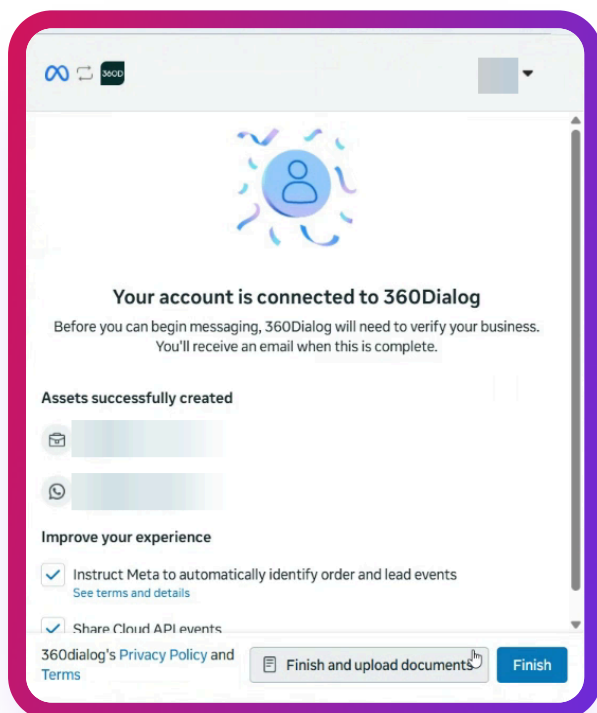
Finish in Meta. You're connected.

- 1 The pop-up shows **Your account is connected to 360Dialog**. Click **Finish**.
- 2 360dialog shows its progress, then **"You will be redirected to your partner shortly"**. Click **Continue to partner**.
- 3 That's it. WhatsApp is connected.

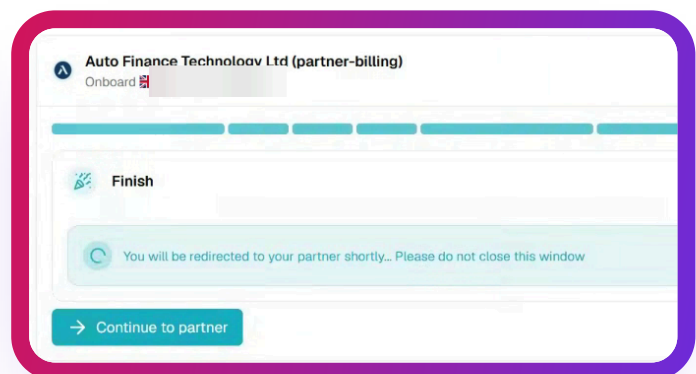
Meta's screen also explains that 360dialog will need to verify your business before you can begin messaging, and that you will receive an email when this is complete.

"Unauthorized Access" page

Continue to partner can land on an "Unauthorized Access" page. This is expected. Setup is already complete at this point.



Connected. Click Finish.



Click Continue to partner

Stuck on a step. Try this first.

01

Password rejected as too weak

Use at least 8 characters and add the missing types: an uppercase letter, a lowercase letter, a number and a special character.

02

Voice call verification fails

Missed the call, or it failed? Refresh the page, re-enter the number and request the **Voice call** again. Answer as soon as it rings. Text message (SMS) will not work.

03

Meta asks you to verify the number again

Do not choose SMS or text. Close the pop-up, refresh 360dialog and verify the number by voice call first (step 7). Then start Embedded Signup again.

04

“Embedded Signup not completed”

The Meta pop-up was closed too early. Refresh 360dialog and click **Embedded Signup** again.

05

The wrong business account shows in Meta

Click the profile icon at the top right of the pop-up and switch to the dealership's account.

06

“Unauthorized Access” after Continue to partner

This is expected. Setup is already complete at this point.

motorsales.ai
DEALER OS

You're never on your own.
We're here.

Need a hand? Contact the motorsales.ai Dealer Success Team.

An AFT Group company · Screens show real 360dialog and Meta pages, with personal details blurred.